MARCH 1, 1954

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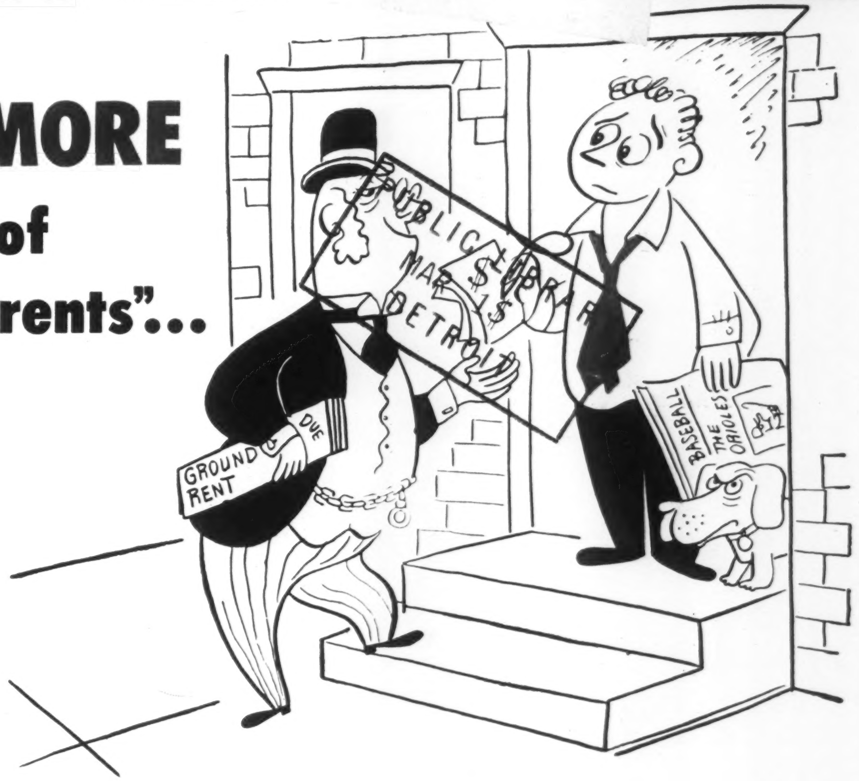
year

THE NEWSWEEKLY
F RADIO AND TV

BALTIMORE
the city of "ground rents"...



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MAR 1
DETROIT

In Baltimore you can buy a home without buying the land it's built on—just by paying an annual rent on the ground. That makes Baltimore different—and it's different as a market too!

A HIGHLY COMPACT MARKET!

Baltimore is the most concentrated market in America. More than 1⅓ million people packed right in the city limits and a tiny surrounding area—the densely populated parts of a few counties. W-I-T-H covers the *whole* area—at a fraction of the cost of powerful, expensive network stations, whose own affiliates overlap their coverage areas.

NIELSEN SHOWS W-I-T-H IN LEAD!

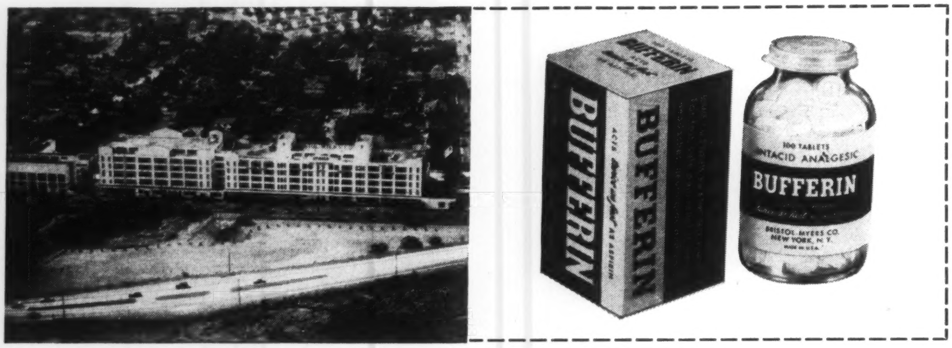
In the home city and county, W-I-T-H leads every other radio and television station in Baltimore in N.C.S. weekly daytime circulation! That means you get far more listeners-per-dollar from W-I-T-H than from any other station in town—regardless of power or network affiliation.

A call to your Forjoe man will bring you the whole W-I-T-H story.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

R v.46² Mr-Ap'54


BUFFERIN
100 TABLETS
ANTACID ANALGESIC
BRISTOL-MYERS CO.
NEW YORK, N.Y.

BRISTOL MYERS DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Bristol-Myers' BUFFERIN is a tribute to a complete job. Bufferin combines aspirin with two antacid ingredients which all work together to relieve pain twice as fast as aspirin, but without the upset stomach which aspirin often causes.

Programming the best ingredients of fine entertainment and public service also takes skill. The application of this skill by Havens and Martin, Inc., Stations has built large and loyal audiences for WMBG, WCOD and WTVR in the rich areas around Richmond. Join the other advertisers using the First Stations of Virginia.

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
The South's first television station

Now maximum power 100,000 watts at maximum height 1049 feet

WMBG AM **WCOD** FM **WTVR**

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

Tech

TERESA BREW

TEX RITTER

JUNE VALLI

MEL TORME

PEGGY LEE

BURL IVES

as basic as profits!

Successful television operation demands the new combined Studio Telescription Library*

Studio Telescriptions are as important to profitable television programming as transcriptions are to radio. The Studio Telescription Library, over 1,100 three minute films produced especially for TV, puts the country's top musical talent to work for you . . . winning audiences and attracting sponsors for your shows.

The Library is complete with handy index files, sample scripts, program ideas and background material for your own MC. In only minutes you can build any number of star-studded shows which sparkle with lavish production settings.

And, the cost is unbelievably low. Even the most budget-minded advertisers are quickly sold on the miracle selling power of this top-talent television with none of the usual high production costs. Find out today how Studio Telescriptions, television's basic film library, can mean bigger-than-ever profits for you.

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

DON'T DELAY . . . DON'T WRITE
CALL COLLECT: OXford 7-2590

SF

STUDIO FILMS, INC.

380 MADISON AVENUE · NEW YORK 17, N. Y. · OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

NEVER BEFORE in the fabulous history of BIG "D" have SO MANY PEOPLE HAD SO MUCH MONEY IN DALLAS BANKS!

Total Bank Deposits Year Ended Dec. 31, '53: $1,848,060,115.00

NEVER BEFORE HAVE DALLAS PEOPLE SPENT SO MUCH MONEY!

Total Bank Debits Year Ended Dec. 31, '53: $19,846,785,000.00

NEVER BEFORE HAVE SO MANY EYES AND EARS OF DALLAS PEOPLE TUNED TO KRLD AND KRLD-TV. RATINGS ARE ZOOMING, TOO!

Latest Pulse Report shows KRLD radio leads in 122 out of the first 192 highest rated quarter-hour periods in the week. 10 out of the FIRST TEN highest rated evening programs are on KRLD.

KRLD
50,000 Watts

KRLD-TV
CHANNEL 4
100,000 Watts Video

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATIONS . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . Clyde W. Rembert, *President*

closed circuit®

NEGOTIATIONS in progress whereby Richard D. Buckley, former president of John Blair & Co.; Horace L. Lohnes, Washington attorney, and Harry Playford, St. Petersburg banker and present WNEW stockholder, expect to acquire WNEW, New York's premier independent, from William S. Cherry interests of Providence for sum in excess of $2 million. Understood Mr. Buckley would become president and general manager with Bernice Judis becoming chairman of board and Ira Herbert (her husband) vice president with emphasis on sales. While Judis-Herbert team probably would not be involved in daily operations, their highly successful operations format would be continued.

★ ★ ★

COMR. GEORGE E. STERLING, colleague of Rosel H. Hyde on FCC and its predecessor Federal Radio Commission for quarter-century, is solidly behind Idaho Republican for reappointment as FCC chairman. Mr. Hyde, he asserts, is laying foundation for formulation of overall policies, including such fundamental issues as daytime skywave, tv satellites and boosters, subscription television, uhf's future, NARBA ratification, as well as urgent common carrier and special services matters. He applauds FCC's accomplishments as Mr. Hyde approaches end of his first year as chairman in April.

★ ★ ★

INFORMAL discussions with Mexico on possible interim understanding on radio broadcast allocations pending its participation in full North American Regional Broadcast Agreement (NARBA) expected to be held in Washington in late March. It's understood Mexican delegation will meet with U. S. delegation (mainly FCC) under State Dept. auspices, for exploratory talks. Mexico isn't party to NARBA treaty, which awaits Senate ratification, and to date all overtures for bilateral agreements with Mexico have been rejected. Clear Channel Broadcasting Service has voiced unrelenting opposition to treaty ratification by Senate.

★ ★ ★

NBC officialdom made pilgrimage to Cincinnati last week for annual "Stewardship Report" to Procter & Gamble—and also, naturally, to make pitch for more P & G business. P & G's current advertising accounts run to July, but company makes its appropriations decisions about mid-March. NBC group was headed by President Sylvester L. Weaver Jr.; William H. Fineshriber Jr., vice president in charge of radio network; Ted Cott, operating vice president for radio network, and Fred Horton, director of radio network sales.

★ ★ ★

PROPOSAL by FCC to allow five-vhf station owners to acquire two additional uhf tv outlets to help boost uhf appears to have support from unexpected quarter—educators. Informally they are known to favor help for uhf since two-thirds of their reserved channels are in that band. Uhf promotion meeting is being sponsored by educators in Washington today (Mon.) at Statler Hotel.

NARTB, which has been canvassing stations as to how they stand on proposed FCC license fee plan, still trying to make up its mind. Many stations, mainly in smaller category, have urged vigorous opposition and likelihood is that NARTB will oppose fees as discriminatory before FCC, as well as at hearings March 16 before Senate Communications subcommittee. FCC, despite individual views of members, feels it's duty-bound to follow through on fee system as Administration policy.

★ ★ ★

REP. KATHERINE ST. GEORGE (R-N. Y.) this week intends to drop her anti-*Strike It Rich* bill in House hopper. Now in final draft, measure would be aimed at clamping Federal controls over solicitation of funds over radio and tv [B•T, Feb. 22].

★ ★ ★

MINNESOTA Mining & Mfg. Co., St. Paul (Scotch brand tape), planning to announce in next two months new 7-inch reel development designed for radio-tv station use. Magnetic tape reportedly would increase amount of sound on reel and is not to be confused with tapes made for home consumer use unveiled by Webster-Chicago at Chicago Home Furnishings Show last January.

★ ★ ★

LONG-DELAYED FCC action on problem of daytime station hours is believed near, with sessions planned this week by FCC. Informed guess is that Commission will call hearing, with daytimers prepared to battle for year-round 5 a.m.-7 p.m. opening and closing schedule. Extra dinnertime hours in winter would solve many of their financial headaches, daytime operators contend. Also on this week's agenda: Comr. Webster's plan on fm specialized services.

★ ★ ★

THERE'S no response to queries, but word is out that Richard Eaton's World News Service, headquartered in Washington, is working on daily network for delayed major league baseball. World, it's understood, will control 4½ innings, leaving rest of game to stations for local sponsorship.

★ ★ ★

FCC SHOWING increasing concern over economic plight of some uhf stations in vhf markets. Complaint is that even where advertisers have demanded uhf clearance, vhf stations have refused to yield programs under their network affiliations. FCC staff already has investigated Pittsburgh situation and two men were in Norfolk last week.

★ ★ ★

AS OF FRIDAY, papers still had not been completed for $2.5 million purchase of WHBQ-AM-TV Memphis by General Teleradio, but verbal agreement to buy was still good, providing suitable terms can be agreed to. Tax questions are one reason for delay.

★ ★ ★

FAST-APPROACHING is House Appropriations Committee decision on how much money it thinks FCC should get for fiscal year starting this July 1. Watch for announcement which should be forthcoming as early as this week.

IN THIS ISSUE

LEAD STORY

NBC pushes plan to sell one-minute spots in network radio shows. *Page 27.*

ADVERTISERS & AGENCIES

Garden Guild says mistakes in deliveries following radio spot campaign won't be repeated. *Page 28.*

General Mills says it has no plan to repeat spot buying techniques used last summer. *Page 29.*

FILM

Quicker distribution of spot news films is proposed. *Page 31.*

FACTS & FIGURES

Tv spurs postwar economy and does not harm other media, Jordan survey shows. *Page 32.*

P&G spent $29 million (at gross rates) on radio and tv networks, leading all advertisers in 1953. *Page 36.*

TRADE ASSOCIATIONS

In report on second anniversary of television code, chairman of code board says self-regulation has been "splendid." *Page 38.*

James H. Moore of Roanoke elected NARTB director. *Page 38.*

GOVERNMENT

Sen. Kilgore decries "monopoly" developing in radio-tv. *Page 46.*

Sen. Johnson charges baseball broadcasts would promote beer monopoly. *Page 48.*

Senate communications subcommittee launches study of radio-tv regulation. *Page 51.*

FEATURES

Experts who have worked with it most say color tv production will be no more difficult and not much costlier than black-and-white. *Page 59.*

PROGRAM SERVICES

ASCAP blanket license battle dies down as networks sign contracts. *Page 67.*

MANUFACTURING

All-time record revenue of $853 million reported by RCA for 1953, with $176 million coming from NBC. *Page 68.*

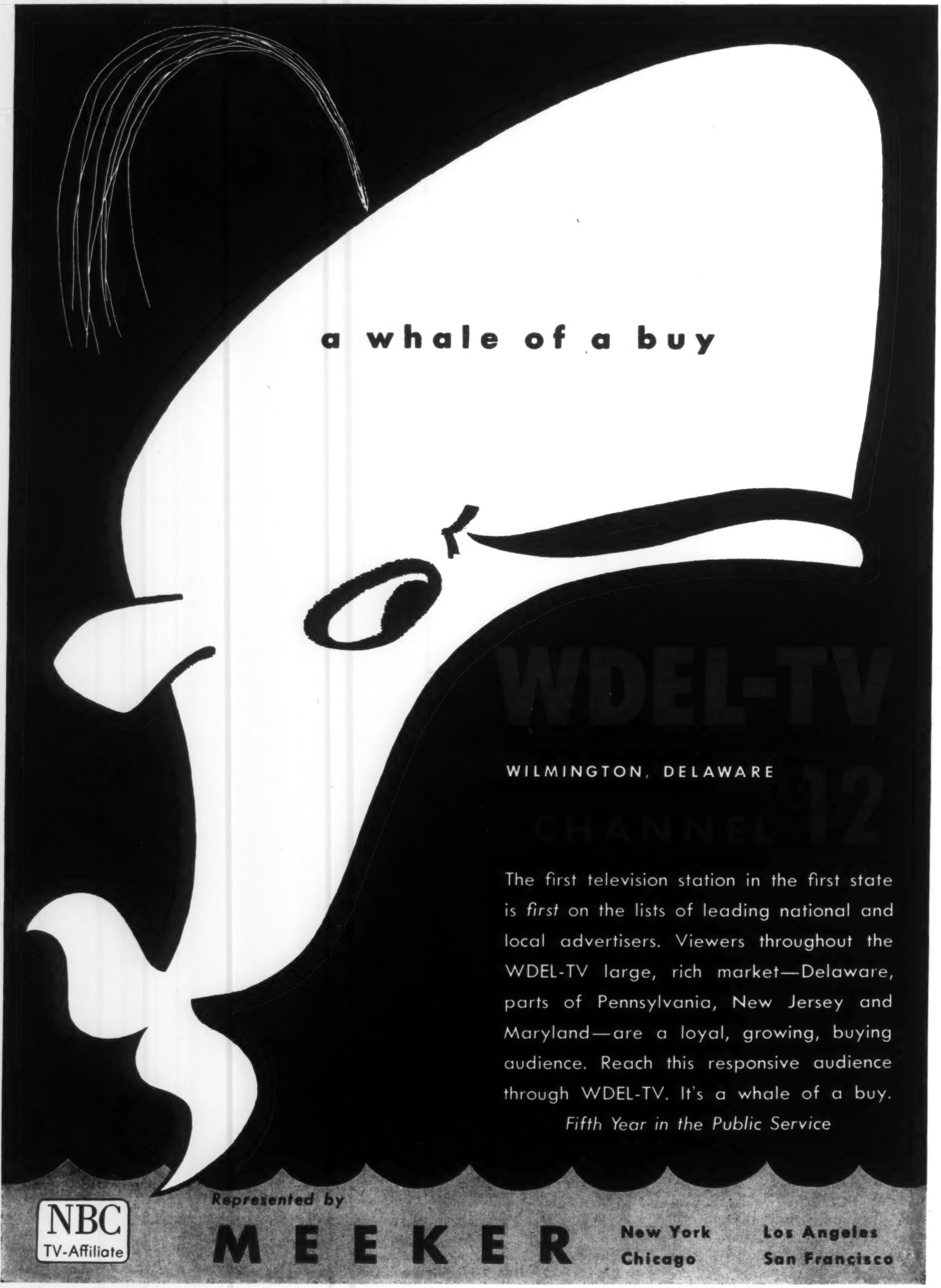
PERSONNEL RELATIONS

Networks agree to five-year contracts with American Federation of Musicians. *Page 78.*

FOR THE RECORD

U. S. television set ownership by counties, compiled by Nielsen for CBS. *Page 87.*

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 103.*


a whale of a buy

WDEL-TV

WILMINGTON, DELAWARE

CHANNEL 12

The first television station in the first state is *first* on the lists of leading national and local advertisers. Viewers throughout the WDEL-TV large, rich market—Delaware, parts of Pennsylvania, New Jersey and Maryland—are a loyal, growing, buying audience. Reach this responsive audience through WDEL-TV. It's a whale of a buy.

Fifth Year in the Public Service

NBC
TV-Affiliate

Represented by

MEEKER

New York
Chicago

Los Angeles
San Francisco

at deadline

AFM-WOR Negotiations Threaten to Break Down

LABOR dispute threatened to erupt Saturday midnight at WOR-AM-TV New York as Local 802 American Federation of Musicians prepared to organize picket-line, claiming stations were "locking out" staff musicians.

Stations' officials declared "lockout" was not applicable term because contract with local was to expire Saturday midnight and parties had not been able to agree to terms during negotiations last week (see story page 78). Counsel for Local 802 replied that "lockout" was to begin at midnight because station representatives told union negotiators they would not consent to maintaining staff musicians under any circumstances. He said, therefore, "mass discharges," or "a lockout," had been instituted.

Spokesman for WOR-AM-TV confirmed that management had rejected local's demands on staff musicians. He said stations wanted to hire musicians "as needed," claiming that stations could not use 40 staff musicians that have been working for stations up to present. He said Friday that stations were "willing to negotiate."

Both factions agreed that Local 802 had asked for quota of staff musicians at WOR-AM-TV to be raised to 52 and for 15% wage increase. Local also has been negotiating with DuMont's WABD (TV) New York but talks there are scheduled to continue this week.

Harris Named to Head CBS-TV Film Sales

LESLIE HARRIS, vice president and partner in Bernard L. Schubert film production firm and also widely known in network-agency-advertiser circles, has been named to new post of vice president and general manager of CBS-TV Film Sales Inc., CBS-TV President J. L. Van Volkenburg is announcing today (Mon.) in statement that also discloses Film Sales unit has been incorporated as CBS-TV subsidiary. Fred J. Mahlstedt, operations director, and Wilbur S. Edwards, general sales manager, will continue in their respective capacities in expanding organization.

MR. HARRIS

"CBS-TV Film Sales Inc. is experiencing a rapid and healthy growth," Mr. Van Volkenburg said. "Because of this and other contemplated developments in our new subsidiary, we are delighted to have Leslie Harris join us."

Mr. Harris was director of television and radio for Colgate-Palmolive Co. 1951-53; before that, was with NBC Radio as national program director 1948-51. From 1943 to 1948 he was director of radio for Benton & Bowles, and from 1941 to 1943 was member of CBS Radio production staff. Before joining CBS, he was program director of WQAN Miami, announcer at WOR New York, WDBO Orlando.

$100 MILLION FREE

MORE than $100 million worth of public service advertising was contributed by American business during 1953 to 18 campaigns conducted by Advertising Council, according to report released today (Mon.) to organization's board of directors by T. S. Repplier, president. Report said radio advertisers, networks and stations supported 17 major public service campaigns and 48 other causes. Support by television advertisers, advertising agencies and stations in 16 major public service campaigns and 18 other causes was noted in report.

Mintz New CBS-Columbia President; Cogan Resigns

APPOINTMENT of Seymour Mintz, for past 10 years vice president of Admiral Corp., as president of CBS-Columbia, set manufacturing division of CBS Inc., is being announced today (Mon.) by Dr. Frank Stanton, CBS president. He succeeds David H. Cogan, who is resigning. This completes change-over in top executives who have directed the Hytron Radio & Electronics Corp. group since its acquisition by CBS in June 1951. Bruce and Lloyd Coffin, founders of Hytron and respectively president and treasurer of CBS-Hytron since merger with CBS, resigned from active direction of company early last month [B•T, Feb. 8]. The Coffins and Mr. Cogan, who was president of Air Kings Products Corp., Hytron subsidiary, since known as CBS-Columbia, were signed to three-year contracts at time of merger.

Mr. Mintz was with Montgomery-Ward & Co. prior to his association with Admiral.

Ten Advertisers Buy 228 Participations on 'Home'

TEN ADVERTISERS have ordered total of 228 participations, representing almost $1.5 million in gross billings, in NBC-TV's new *Home* show, which starts today (Mon.-Fri., 11 a.m. to noon EST), George H. Frey, NBC vice president in charge of tv network sales, reported Friday. He described it as largest advance sponsor line-up of any participation show in broadcasting history. (By comparison, it was noted, NBC-TV's two-hour early-morning *Today* participation show started with one client whose orders represented about $2,800 in gross revenues.) Advertisers signed thus far for *Home* were listed as:

Aluminum Co. of America, 65 participations, effective this week, through Fuller & Smith & Ross; Sunbeam Corp., Chicago, 52, effective this week, through Perrin-Paus Co.; Pepperell Mfg. Co., 39 in May, August, and January, through Benton & Bowles; General Mills, Minneapolis, 13 starting in June, through BBDO; Helena Rubenstein Inc., 4, through Hewitt, Ogilvy, Benson & Mather; James Lees & Son, Bridgeport, Pa., 13, starting this week through D'Arcy Adv.; American Greeting Card Co., Cleveland, 13, through Fuller & Smith & Ross; Avoset Corp. of Los Angeles, 10, starting this week, through Fletcher D. Richards Inc.; Dow Corning Corp., Midland, Mich., 6, starting this week, through Anderson & Cairns, and "a leading manufacturer of major kitchen appliances" whose name "cannot be made public at this time," 13, starting this week.

• BUSINESS BRIEFLY

SWANSDOWN SATURATION • General Foods (Swansdown mix), N. Y., planning saturation radio spot announcement campaign in 50 markets, mostly big cities, to be launched March 1. Young & Rubicam, N. Y., is agency.

FORTY RURAL MARKETS • General Foods (Bliss coffee), N. Y., understood contemplating 13-week radio schedule using daytime minutes and chain breaks in about 40 rural markets. If approved, campaign will start early in March, through Benton & Bowles, N. Y.

RADIO-ONLY SPOTS • Instant Maxwell House Coffee, N. Y., through Benton & Bowles, N. Y., planning radio-only spot announcement campaign in about 25 markets starting March 8. Contract is for four weeks.

MY-T-FINE DESSERTS • Penick & Ford (My-T-Fine desserts), N. Y., through BBDO, N. Y., breaking tv spot announcement campaign March 8 for 13 weeks in 50 markets.

CAMELS ON MUTUAL • R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, again this year will sponsor five-minute *Camel Scoreboard* on Mutual immediately following network's baseball *Game of the Day,* seven days a week. Agency: William Esty Co., N. Y.

EQUITABLE NAMES K&E • Equitable Life Assurance Society of U. S., N. Y., appoints Kenyon & Eckhardt, N. Y., to handle advertising, effective immediately. Media plans as yet undetermined.

APPOINT AGENCY • St. Charles Custom Kitchen distributors and Chicago Area Dealer Assn. appoint Schoenfeld, Huber & Green to handle advertising. Radio and television will be used.

PATCHING PLASTER ON TV • Rutland Fireclay Co. (patching plaster), Rutland, Va., is expected to launch television spot announcement campaign in eight markets on April 1 for four weeks, through Charles Hoyt Co., N. Y.

Tv Producers Sign Modified 2-Year Contracts With AFM

LARGE NUMBER of producers have signed new two-year contract with American Federation of Musicians and Music Performance Trust Fund covering spot announcements and jingles for television, it was announced Friday by James C. Petrillo, AFM president. New agreement provides that musicians shall receive $27 per man for one-hour session during which three spot announcements of one minute or less may be recorded, with leaders or single musicians receiving double. Agreement on trust fund calls for flat $100 minimum pay for each tv spot. AFM spokesman said it permits unlimited use of spot announcement for any time in future and for as many stations as desired, in contrast to old contract which specified use for two years only. New pact also gives original signatory right to transfer title of spot or jingle to third party, such as agency, firm or individual, without latter guaranteeing payments, as was necessary in past, provided original $100 fee has been paid.

Mighty Michigan

served by

Mighty WJBK-TV

Channel 2, Detroit

Farthest reaching signal in the Great Lakes area with WJBK-TV's new 100,000 watt power and 1,057 ft. tower.

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Daytime Station Group Asks Dismissal of Proceeding

FCC should drop six-year-old daytime skywave proceeding or require clear-channel stations to be so located that good, efficient use is made of their frequencies, Daytime Broadcasters Assn. and WSIV Pekin, Ill., contended Friday in petition filed with Commission.

Number of daytime stations has increased from 60 in 1947 to over 700, according to petition filed by Harry J. Daly, attorney for DBA. This represents increase of over 1,000%. Petition noted that radio programming and listening habits have undergone vast change since 1947 and emphasized need for such local programming as school, highway, industry work schedules, weather and similar material provided only by local stations.

Commission should allow more time rather than reduce daytime service, it was argued. Clear channels are not located to provide nationwide service, with severe waste of signals prevalent, according to petition. Daytime stations now represent over 25% of all am outlets. In separate petition Mr. Daly asked right to take part in proceedings on behalf of DBA, of which Kenneth Patterson, WSIV Pekin, is president, and Ray Livesay, WLBH Mattoon, Ill., secretary-treasurer.

Refuse Request for WTIC Books

EFFORT of Hartford Telecasting Co. in Hartford vhf ch. 3 contest to secure minute books of WTIC Hartford from 1928 to date has been stopped by Examiner Fanney N. Litvin as "fishing expedition." FCC Friday announced Mrs. Litvin quashed subpoena for appearance of WTIC Secretary Carroll P. Osgood with minutes. Further hearing is set Tuesday. Pending before Commission is appeal by Hartford Telecasting for permission to take depositions of officers and directors of Travelers Insurance Co., parent firm owning WTIC.

Big Spring Contest Reduced to Two

BIG SPRING, Tex., vhf ch. 4 contest reduced to two competitors Friday as Big State Telecasting Co. dismissed. Pending are KBST and KDUB-TV Lubbock.

Briefing Conference on FCC Procedures

BRIEFING conference on FCC procedures, licensing and regulatory practices, one of series on government-industry relations, scheduled March 29-30 under sponsorship of Bureau of National Affairs and Federal Bar Assn. Lectures by FCC personnel, question-answer seminars planned. Fee: $50.

SAG Signs With Film Firms

SCREEN ACTORS Guild announced Friday it has signed contracts covering actors in tv filmed commercials with Don Flagg Productions, John Wolfe & Co., Leo Diner Films, Motion Picture Service Co., Moulin Studios, Snazelle Productions and Sound Recorders Inc., all in San Francisco, and with Cinecraft Productions and Productions on Film Inc. in Cleveland. Previously SAG had signed similar pacts with producers in New York, Chicago and Los Angeles.

Ford Takes Mardi Gras Show

FORD Div. (Ford Motor Co.) has signed to sponsor NBC-TV coverage of Mardi Gras in New Orleans tomorrow (Tues.) Three pickups slated: 11:45 a.m. to 12:30 p.m. EST; 9:30-10 p.m., and midnight to 12:30 a.m. Agency: J. Walter Thompson Co., N. Y.

WORKSHOP CONTINUES

RECURRENT speculation that Ford Foundation might abandon its Tv-Radio Workshop was knocked down Friday by Foundation President H. Rowan Gaither Jr. in statement saying Foundation has made "a general appropriation" for Workshop activities for 1954-55. He said announcement of program plans for next season would be made by Robert Saudek, director of Workshop, as plans are completed. Amount of appropriation not disclosed.

Last of Four Tv Permits Held By Rudman Deleted

LAST of four tv permits held by oilman M. B. Rudman, for vhf ch. 8 KRHT (TV) Billings, Mont., in co-ownership with Albert Hayutin, was deleted by FCC Friday for failure to answer inquiry as to construction progress. Commission last fall deleted Mr. Rudman's permit for uhf ch. 41 at Galveston for failure to prosecute while he surrendered permits for ch. 10 at Minot and ch. 12 at Bismarck, N. D., on economic grounds. KOOK-TV Billings is operating on ch. 2.

Two other tv permits were deleted by FCC Friday at request of stations: KVIE (TV) San Jose, Calif., uhf ch. 48, held by John A. Vietor Jr., and KHTV (TV) Baton Rouge, La., uhf ch. 40, owned by Capital Tv & Bcstg. Co.

RETMA Radiation Group

SPECIAL committee to handle problem of spurious tv receiver radiation named by Robert C. Sprague, board chairman of Radio-Electronics-Tv Mfrs. Assn. Group meets Wednesday at Roosevelt Hotel, New York. It is authorized to develop industry program for voluntary suppression of spurious radiation, to be presented for FCC approval before becoming operative. Dr. W. R. G. Baker, General Electric Co., is chairman of committee.

NBC-TV Boosts WSB-TV Rate

NBC-TV has increased Class A hourly rate for WSB-TV Atlanta from $850 to $950 effective today (Mon.).

UPCOMING

March 1: Uhf promotion conference for industry-government, co-sponsored by National Citizens Committee for Educational Tv and Joint Committee on Educational Tv, Hotel Statler, Washington.

March 2: FCC meets in closed session with Senate Interstate & Foreign Commerce communications subcommittee, U. S. Capitol.

March 5-7: High Fidelity Fair, Hotel Harrington, Washington.

March 5-7: National Federation of Advertising Agencies, Hotel Statler, Los Angeles.

For other Upcomings see page 109.

PEOPLE

EDMOND L. EGER, vice president, Russel M. Seeds Co., and previously head of own agency, Cruttenden & Eger, appointed vice president for advertising at Admiral Corp., Chicago. He succeeds Seymour Mintz, resigned (story page 7).

HAROLD EUGENE HILL, supervisor of educational programs at U. of Illinois' WILL, to newly created post of association director of National Assn. of Educational Bcstrs. Appointment to be announced today (Mon.) by Graydon Ausmus, NAEB president. New post made possible by grant from W. K. Kellogg Foundation.

CLAIR R. McCOLLOUGH, Steinman stations, will discuss outlook for radio and television at dinner of Broadcasting and Film Commission of National Council of Churches of Christ in the U. S. A. to be held in New York tomorrow (Tues.) following Commission's annual business meeting.

THEODORE C. STREIBERT, director of U. S. Information Agency, was to report to President Eisenhower Saturday on first six months in office.

RICHARD H. MOULTON, former director of market research for General Foods Corp., N. Y., joins Hermon W. Stevens Agency Inc., Boston, today (Mon.) as vice president and marketing director.

BURT NEUBURGER, account executive, Kling Studios Inc., Chicago, appointed national sales director for motion picture-tv operations.

MRS. CASEY ISAACS HERRICK, formerly of Hirshon-Garfield, N. Y., to Lewin, Williams & Saylor, N. Y., as account executive, working with Sidney Matthew Weiss, executive vice president.

SWG Opens Inquiry Into Below-Scale Deals

PROBE of below-scale deals and other "borderline practices" has been started by Screen Writers Guild. Confidential letter sent members by Frances Inglis, SWG executive secretary, stresses Guild is not trying to catch criminals but to educate those violating rules. Tv film writers urged to report below-scale offers so they can be cleared through tv producers' cooperative committee.

SWG board has adopted two enforcement rules calling for automatic fines for members failing to file contract within two weeks of signing and providing fines for working for producers on SWG's unfair list.

Fulton Lewis jr. Indicted

ST. MARY'S County (Md.) grand jury indicted Fulton Lewis jr., MBS commentator, Friday on charges of libeling several county officials. Exact grounds not disclosed. Mr. Lewis has charged in series of broadcasts that county tavern keepers sell liquor to minors and that politician-controlled slot machines are placed near schools. Grand jury also recommended that law be enacted setting minimum age for slot-machine players and that liquor sales regulations be more strictly enforced.

Wilfred S. Roberts Funeral

FUNERAL services for Wilfred S. Roberts, 47, television producer and director of Benton & Bowles, N. Y., were to be held in Larchmont, N. Y., last Saturday. Mr. Roberts died Wednesday in New York following brief illness.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

NIGHT TIME
AT
DAYTIME
RATES
★
NOW YOU
CAN BUY
WSAZ
AFTER 10:00 PM
AT
CLASS B
RATES
★
CONTACT
C. TOM GARTEN
OR
KATZ AGENCY, INC.

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

OHIO
WEST VIRGINIA
KENTUCKY

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING TELECASTING

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*Reg. U. S. Patent Office

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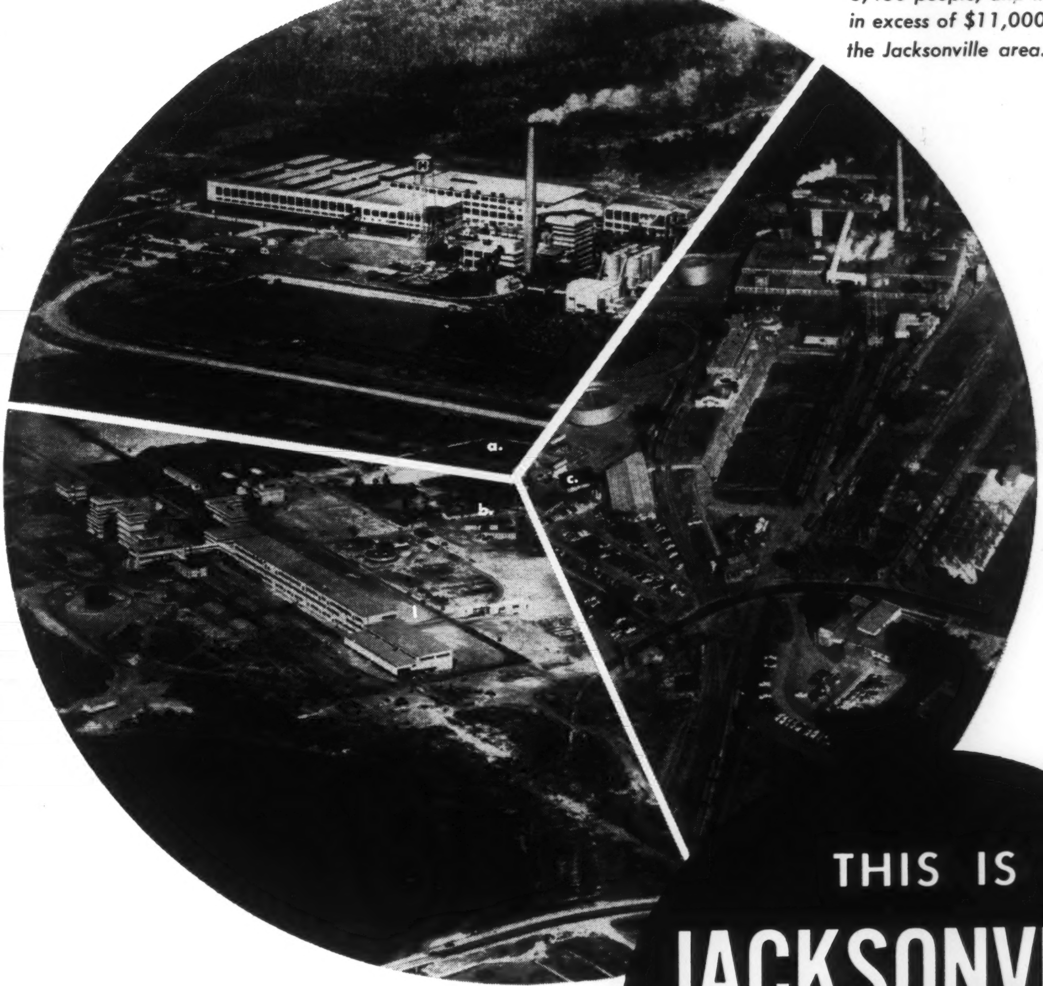
Three of the southeast's major paper, pulp and paper container producers, employing over 3,450 people, and with a combined annual payroll in excess of $11,000,000 . . . are located in the Jacksonville area.



Photographs courtesy of:
- *a. Hudson Pulp and Paper Co.*
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THIS IS

JACKSONVILLE

FLORIDA...

Paper Product Center of the Southeast!

...WMBR is Jacksonville's most-listened-to radio station ...and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

WMBR

AM · FM · TV

Represented by CBS Radio and Television Spot Sales

Put your UHF

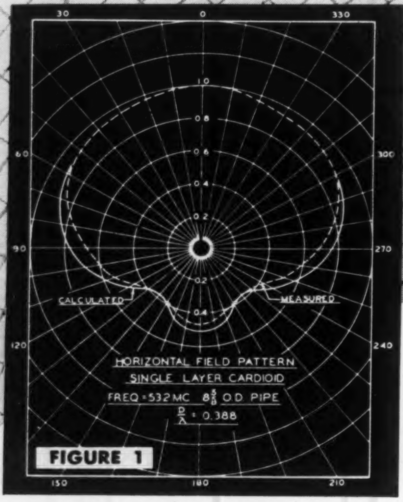


FIGURE 1

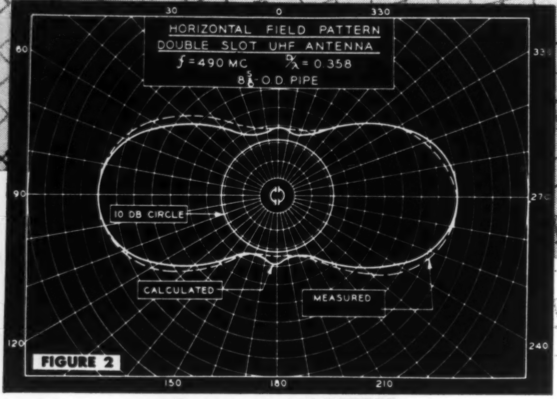


FIGURE 2

Do you require "single-direction" coverage?

If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?

If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?

If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?

All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, *with minimum power loss in vertically polarized radiation.*

Do you need BETTER "close-in" coverage?

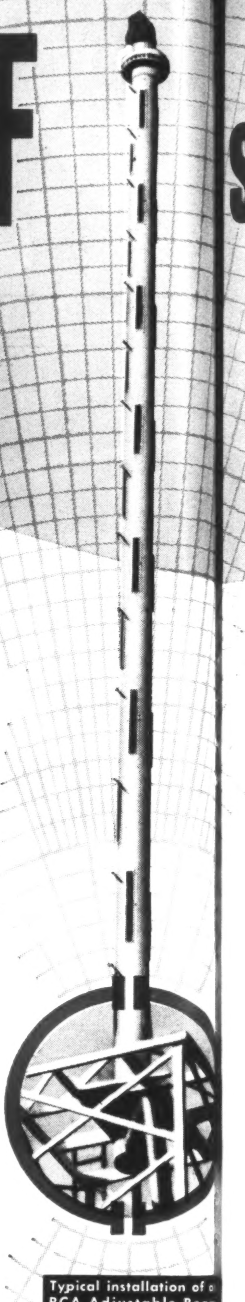
New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 4 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 3 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

How much UHF gain do you need?

RCA UHF Pylons (standard circulars and directionals) can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27 (see table). No tuning compromises in RCA UHF Pylons—with resultant loss of gain (such as caused by cross-polarized components). *The gain that's published is the gain you get!*

RCA UHF Pylon design is simplicity—plus! Just one feedpoint for the line input

You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.



Typical installation of a
RCA Adjustable Beam
High-Gain UHF Pylon

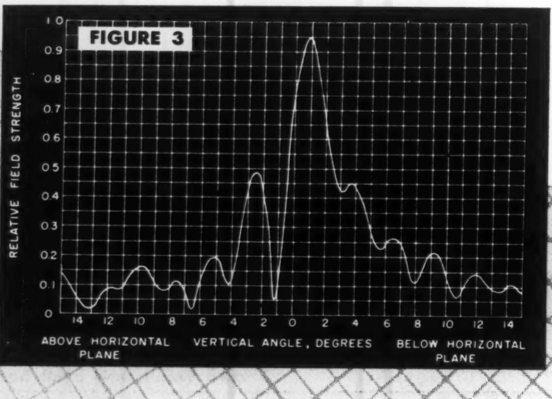


FIGURE 3

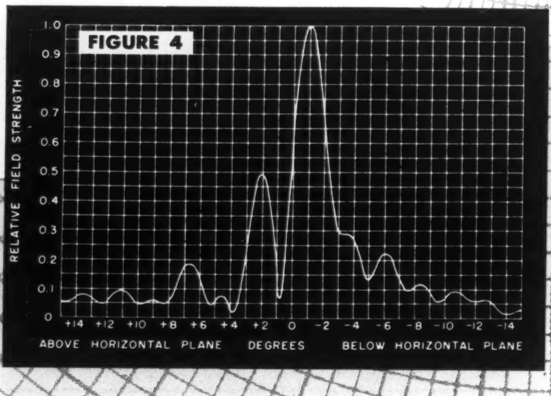


FIGURE 4

signal where the population is

—Use an RCA "contour-engineered" UHF Pylon Antenna

Power input ratings up to 50 KW!

Select the RCA UHF Pylon to meet your requirements

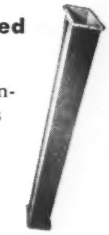
Channel	Type	No. of Sections	Gain in Db	Power Gain	TV Power Rating**	
					KW	DBK
14-83	TFU-24C*	16	13.8	24	50.0	17.0
14-30	TFU-21DL	14	13.22	21	10.0	10.0
14-30	TFU-24DL	16	13.8	24	10.0	10.0
31-50	TFU-24DM	16	13.8	24	10.0	10.0
51-83	TFU-27DH	18	14.31	27	10.0	10.0
14-30	TFU-21DAL (Custom)	14				
14-30	TFU-24DAL (Custom)	16	Directional Types: Horizontal pattern shapes, RMS and maximum power gains depend on channel. Beam-tilting and null fill-in features are included. All directional antennas are custom-built and specifications are subject to individual study and application.			
31-50	TFU-24DAM (Custom)	16				
51-83	TFU-27DAH (Custom)	18				

*Preliminary data. **Power ratings given are maximum visual power to input of antenna and assume aural carrier of one-half peak of visual sync.-rating. For other values of aural carrier the total average power is 1.1 X TV power rating listed above.

No picture deterioration with an RCA-UHF Pylon-Transmitter Combination, even when the antenna is covered with four inches of ice.

RCA-UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known to the television industry. You can put up a Pylon, connect the line, and throw the switch. *Tuning is not required at your station!*

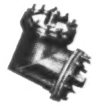
RCA supplies specially matched UHF transmission lines



RCA UHF TV Waveguide

No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0.

RCA supplies complete UHF accessories



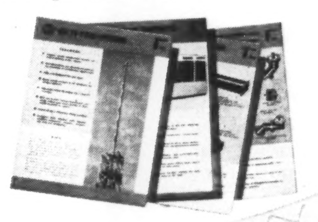
Only when everything in your transmitting system *is matched*—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

For planning help, call your RCA Broadcast Sales Representative.

4 NEW BOOKS ON UHF

- 12-page brochure on RCA-UHF TV Pylon Antennas
- 12-page brochure on RCA's 12.5 Kw UHF Transmitter
- 12-page brochure on RCA-UHF TV Waveguides
- 28-page brochure on RCA-UHF Transmission lines and fittings

Ask your RCA Broadcast Sales Representative for copies.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

ON THE AIR!

WTRI
TELEVISION
CBS TELEVISION

In the Nation's 31st Retail Market

ALBANY
SCHENECTADY
TROY

New York State's Billion Dollar Market

WTRI CAPTURES THE AUDIENCE!

PROGRAMMING
Star studded line-up of top rated CBS network shows!

POWER
Highest powered UHF station in area with 368 kw at the maximum!

COVERAGE
Direct Line-of-Sight contact from tower to entire area

See your
HEADLEY-REED Man
for Prime Availabilities

BREAKFAST CLUB

Network: ABC and ABC-TV (simulcast)
Time: Mon.-Fri., 8-9 a.m. CST (2/22/54)
Sponsors & Agencies: (Radio) Quaker Oats Co. (Sherman-Marquette Inc.), 8-8:15; Swift & Co. (J. Walter Thompson Co., McCann-Erickson Inc.), 8:15-45; Philco Corp. (Hutchins Adv. Co.), 8:45-9; (Television): Sustaining
Star: Don McNeill and cast including Sam Cowling, Johnny Desmond, Eileen Parker, Fran Allison, Eddie Ballantine and orchestra
Producer: Cliff Petersen
Directors: Cliff Petersen (radio), Lynwood King (television)
Radio Technical Supervisor: Harry Schumacher
Tv Technical Director: Charles DeJanovich
Writer: Eddie McKean

ONE on radio's most enduring institutions, Don McNeill's *Breakfast Club,* took to tv last Monday as a steady diet and the fare was palatable if not precisely a tv gourmet's delight.

In the first of a series of daily simulcasts, for which ABC hopes to entice tv advertisers, Mr. McNeill and cast ran the usual gamut of gimmicks that have made the early-morning stanza a radio habit. Whether it will so become tv-wise is another matter.

Technically, the performance was good, an achievement in itself in view of the fact that it was the first program and involved complex cut-in problems with the commercials, tapes of which were used for the radio portion. The camera work was effective.

The radio version of *Breakfast Club* has been an unqualified success through the years and its sponsors have stuck with it. Last Monday's transcribed radio commercials were cut in at the opening and closing of the quarter hours. Yet, despite the use of talent pitches, they could not have been expected to enjoy an integration with live program content which has been Mr. McNeill's forte and the basis of the radio advertisers' success.

As a consequence, and because it seemed like just another tv show, the *Breakfast Club* simulcast conceivably could result in a commercial as well as viewer disappointment unless a more suitable approach is found.

* * *

ON YOUR ACCOUNT

Network: NBC-TV
Time: Mon.-Fri., 4:30 p.m.
Star: Win Elliot
Producer: Bob Quigley
Director: Larry White of Benton & Bowles
Announcer: Bob Warren
Writer: Adrian Spies
Sponsor: Procter & Gamble

A TRUTH-is-sadder-than-fiction series titled *On Your Account,* replete with long faces, generally pathetic stories and some mood organ music has been dampening the air via NBC-TV for the last nine months. It is a Monday through Friday half-hour afternoon series starring Win Elliot in the role of the kind benefactor who brings to the viewing public the problems and difficulties of anyone foolish enough to get mixed up in such a patronizing exploitation.

In format *On Your Account* is not unlike *Strike It Rich,* which has been weeping its way through a long and successful career on CBS-TV and NBC Radio. People in search of financial assistance either for themselves or for what they consider a worthy cause are invited to submit their tales of woe to NBC-TV. Three "contestants" are seen on the show each day. Mr. Elliot, in a wonderfully paternal and sympathetic fashion, helps each tell his story. Then there is a small quiz which enables the "contestant" to win some cash apparently on the assumption that money is the item that can solve any problem.

On Your Account has a deep fascination for the brotherhood of man, too. The value of "friendship," in case the viewer isn't aware of it already, is given a firm plug at the end of each show when the "contestants" are asked to vote among themselves to decide on the winner on a special $100 prize. Their hearts are usually in the right place and the teller of the saddest story takes all. In addition to their monetary gains, Procter & Gamble sees to it that its guests leave the studio with a large economy-size box of Tide soap powder.

When *Strike It Rich* was reviewed in this column mention was made that its sponsor might dream up a better way to spend its money. The same can be said of *On Your Account* and Procter & Gamble.

I'VE GOT A SECRET

Network: CBS-TV
Time: Wed., 9:30-10 p.m. EST
Goodson-Todman Production
Executive Producer: Gil Sates
Associate Producer: Allan Sherman
Director: Frank Satenstein
Moderator: Gary Moore
Sponsor: Cavalier Cigarettes

A QUIZ show varying in format somewhat from more standard programs of this type is *I've Got a Secret,* televised Wednesday nights on CBS-TV. In this case there is little evidence that a strain has been made to invent a new twist or gimmick to set *I've Got a Secret* apart from its tv ancestors and contemporaries. Because it's pretty simple and direct in both content and production it's better than most panel shows now on the air which wander far off the beaten path in hopes of proving they're a bit different.

The title explains the program. A panel of four celebrities appears on the show each week along with several participants who have secrets of an amusing sort which the panel must guess. Gary Moore, permanent moderator on the show, keeps things moving at a usually good pace. Now and then he slips up, as he did on the Feb. 24 telecast, allowing questions and answers to drag out to a point where the whole business gets rather monotonous.

To give the program a little variety, *I've Got a Secret* sometimes does a portion of the telecast outside the studio. Last week Mr. Moore left CBS-TV to join a gentleman outside the studio whose secret was that he'd been sitting on top of a flagpole for 62 days. Productionwise, this segment was well handled with a camera picking up Mr. Moore on location and another in the studio to give viewers shots of the panel.

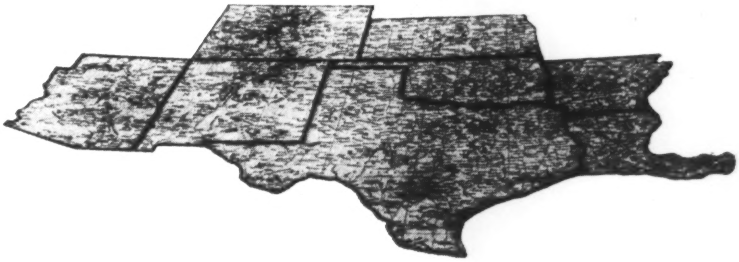
One "name" contestant is featured every week. Last Wednesday, comedian Phil Silvers stimulated a few laughs as guest on the show.

On the panel, Henry Morgan is the strongest member from an entertainment standpoint. Mr. Morgan seems to have cooled down a bit since the days a few years ago when he was spoofing sponsors on a regular radio program. But his dry wit is still an asset to *I've Got a Secret.*

Day and Night
The Southwest listens to WOAI!

The ONLY full-time 50,000 watt station covering the Southwest from San Antonio is WOAI. With a weekly audience of 377,817 families in the daytime . . . 633,677 at night (SAMS) . . . no other San Antonio station even approaches WOAI's clear channel coverage. Always be sure WOAI of Texas is on your advertising list. It's the only way to cover the Southwest so well . . . day and night.

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC affiliate
represented by Edward Petry & Co., Inc.

wchs

5000
on
580

the tierney
company

charleston
west virginia

cbs

Hitchhike on Hitchhikes

EDITOR:

Was more pleased than usual to get B•T this week, as I'm in the hospital with flu, and your magazine patched up one of my otherwise uncomfortable hours.

For some time now, the newer and smaller am stations have been criticized for "double spotting." I have had occasion to view four highly successful tv operations, and all are guilty of what amounts to "quadruple spotting." I have no objection this . . . I find most tv spots entertaining.

Mr. [Ben] Duffy, [president] of BBDO, the world's largest timebuyer, disagrees with me, the world's smallest recipient of national advertising [B•T, Feb. 22]. . . . And may I sign off with one brief hitchhiker, "An entertaining spot never hurt nobody."

W. J. Page, Gen. Mgr.
WABZ Albemarle, N. C.

Program Listings

EDITOR:

I can't agree with Mr. [George] Biggers [president] of ANPA [and of Atlanta Newspapers Inc.] when he states that, "radio and tv people think it is splendid that newspapers carry the news of their program, but don't believe in using their own mediums to 'cross-promote' " [B•T, Feb. 15].

We firmly believe in cross-promotion, and have made the offer to leading newspapers in our area. For instance, the *Davenport Democrat* (Davenport, Iowa) has worked nicely with us in a number of instances. When they have special or feature stories on individuals in our market area, we have mentioned this fact on newscasts and other programs. In turn, they have given us feature coverage. . . . The same idea has also been carried out within our two sports departments. . . .

George J. Volger, Manager
KWPC Muscatine, Iowa

EDITOR:

I am completely flabbergasted by the prominence given in BROADCASTING • TELECASTING to the magnanimous utterances of the great George Biggers on the subject of radio program listings in newspapers, when Mr. Biggers' vicious newspaper monopoly in Atlanta categorically denies a listing to six Atlanta-area stations, three of them in Atlanta proper, while printing a listing for four network-affiliates, one of which just happens to belong to his newspaper. . . .

And then BROADCASTING • TELECASTING has the unmitigated gall to editorially describe his vilification of every independent station in the country as "enlightened." . . .

Robert N. Pinkerton, Pres.
WBGE Atlanta

[EDITOR'S NOTE: Neither Mr. Biggers' speech nor B•T vilified the independent. B•T's editorial pertained to the general tenor of Mr. Biggers' speech which advocated, in broad terms, that newspapers cooperate with radio and television.]

Claimed Injustice

EDITOR:

In the Feb. 22 issue of BROADCASTING • TELECASTING under "At Deadline" in reference to WLAP-TV suspension of building, the magazine quotes Mr. Gilmore N. Nunn, president, as saying: "Lexington has few uhf sets, gets some intermittent vhf signals from Cincinnati and Louisville."

This statement is really an injustice to WAVE-TV as we have been putting a clear, consistent television signal into Lexington since our channel change (to ch. 3) with doubled antenna height and increased power (100 kw) . . .

Charles W. Hill
Promotion Manager
WAVE-AM-TV Louisville

Managerial Trappings

EDITOR:

. . . I am sending you a picture, not especially for release, but thought you would be interested in the fact that a station manager really has headaches and needs headache pills. I think you will like this picture especially since you can see from the literature on my desk that B•T plays an important part in every radio man's life. You truly have the magazine that tells the story and gives the history of radio week by week.

Jack Shefrin, General Manager
WRNY Rochester, N. Y.

Claim Staked

EDITOR:

I note the senior senator from Colorado [Edwin C. Johnson] on Feb. 8 wrote the chairman of the FCC. The letter contains a bit of learning, "The radio spectrum is one of the most valuable assets which the people of the United States own."

I wonder how much longer this will be going on.

So strange a concept leads to all sorts of confusion. . . . The philosophy goes something like this: The electromagnetic wave system, to the extent we know it, begins with cosmic rays, goes on through gamma rays, x-rays and ultra-violet rays and passes through the color spectrum to infra-red, thence to heat waves and into the radio spectrum.

As I understand the philosophy, the Congress of the United States [in February of 1927] passed a law taking one end of the electromagnetic spectrum into physical possession . . . wrapped radio frequencies into a neat parcel and turned them over to the Federal Radio Commission. . . .

Whether or not cosmic rays, gamma rays and x-rays have been turned over to the Atomic Energy Commission I do not pretend to know.

I should like to indicate my own intention to preempt the key of B flat in the audible spectrum and I don't want anyone interfering with it.

Paul M. Segal
Segal, Smith & Hennessey
Washington, D. C.

The Sound and the Jury

On WNAX-570, the sound of a beautiful voice—or an effective commercial—reaches a potential jury of at least 202,000 families, One reason: favorable frequency. At 570 kc our 5000 watts projects a half millivolt 240 miles. (At 1030 kc 132,000 watts would be needed; at 1330, 778,000 watts.) Transmission from one of the world's tallest AM towers (927′) over land noted for soil conductivity (also fertility: our 5-state coverage area yields annual farm income of $6 billion), guarantees a favorable reception for your sales message.

Verdict (Diary Study 5): 10 to 1 in favor of WNAX-570, over the second station in the area; top rating in 486½ (97.3%) of the 500 quarter-hour segments surveyed.

WNAX-570

Yankton-Sioux City

CBS

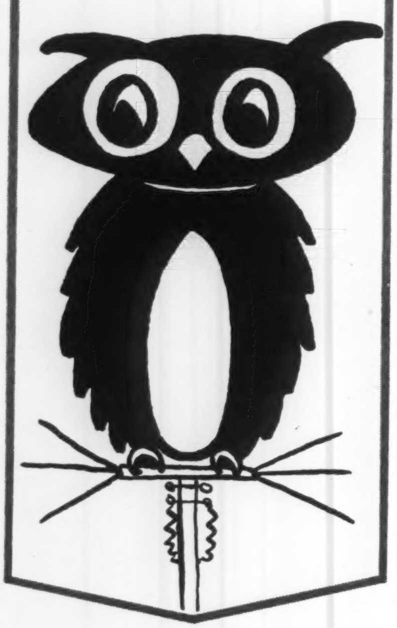
Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 31 farm-rich counties in Iowa, Nebr. and S. Dak. with 556,500 population, $653 million in '52 retail sales.

DETROIT PUBLIC LIBRARY

FOR SALE

475,000 OWLS!



In Los Angeles Owls are wonderful people—they eat well, dress well and enjoy the niceties of good living. Late each night 475,000 of them watch television (15.0 average tune-in Pulse Oct. through Jan.) To sell this late audience plus some early birds, check the KNBH "Bonus Plan"! KNBH—4 Hollywood • NBC Spot Sales

our respects

to WILLIAM JOHN BEATON

DESPITE a tremendous respect for television, William John Beaton, general manager of independent KWKW-AM-FM Pasadena, Calif., has untold confidence in radio's future. He firmly believes it will continue to be the greatest mass means of communication, with the independent am station playing an even greater part in community life and progress.

"Radio is still a growing medium, with unlimited opportunities," he says, adding that his future is completely contained in radio.

Active in newspaper promotion and advertising for many years before joining the broadcasting industry 18 years ago, genial Mr. Beaton got his first radio experience in 1927, when the *Cleveland Times* assigned him to conduct a daily financial report and weekly sports program on WEAR (now WTAM) that city.

Born in Cleveland Sept. 26, 1905, son of Mr. and Mrs. Ronald John Beaton, he was educated in the local public schools. Taking a short-cut commercial business course, he went to work in fall of 1921, at 15, for the Scripps-McRae League of Newspapers (later Scripps-Howard) as promotion department secretary and copywriter.

When the League moved headquarters to New York 18 months later, young Mr. Beaton shifted to the *Cleveland Press'* national promotion staff, writing copy and making surveys. Six months later the *Cleveland Times* added him to its circulation department. A year later he became classified advertising manager.

Taking a leave in July 1925 to visit his parents then living in Miami, he found the summer heat unbearable on a stop-over in Washington, D. C. Checking out of their hotel, he and his companions "camped out" that night at the foot of the Washington monument. They awakened the following morning to find themselves surrounded by an amused crowd. The embarrassed trio packed their duffle bags and slipped away just as the police arrived.

Short of money on reaching Laurel, Md., the enterprising Mr. Beaton took a job for the day at the auto race track hawking soft drinks. Profits for the day amounted to $15.

Tending his father's real estate office during his absence, the 20-year-old youth on his second day in Miami sold three lots for a total of $22,500, making a commission of $1,125. From then on he was in the real estate business, "and living up to the money I made."

With the collapse of the Florida real estate boom in early 1926 he went to work for the *Miami Daily News* as country circulation manager. A delivery truck drivers' strike developed in 1927. Mr. Beaton, doing double duty, took over one of the trucks, but in making a short-cut, wrecked a gas station. With that he resigned from the newspaper. He returned to the *Cleveland Times* promotion department in the fall of 1927, and for the next five months also supervised a "prosperity" edition of the *Clarksburg,* (W. Va.) *Telegram.*

In the summer of 1928 he became field representative for the White Sewing Machine Co., and was sent to southern California several months later on a "quick" business trip. Mr. Beaton arrived in time to attend the 1929 California-vs.-Georgia Tech Rose Bowl game at Pasadena. Liking the warm climate, he resigned from the sewing machine company and shortly became *Los Angeles Daily News* promotion manager. Two years later he became a *Los Angeles Examiner* district circulation manager.

Meanwhile he met various southern California radio executives, and from their conversations Mr. Beaton felt the broadcasting industry offered greater opportunities than the field he was then in. He became an account executive of KMPC Hollywood (then Beverly Hills) in September 1936. During five of the eight years he was associated with that station he was rated its top account executive. His biggest sale, an 18-month contract placed through Walter McCreery Adv., was to the *Los Angeles Times* for a five-minute newscast every hour on the hour.

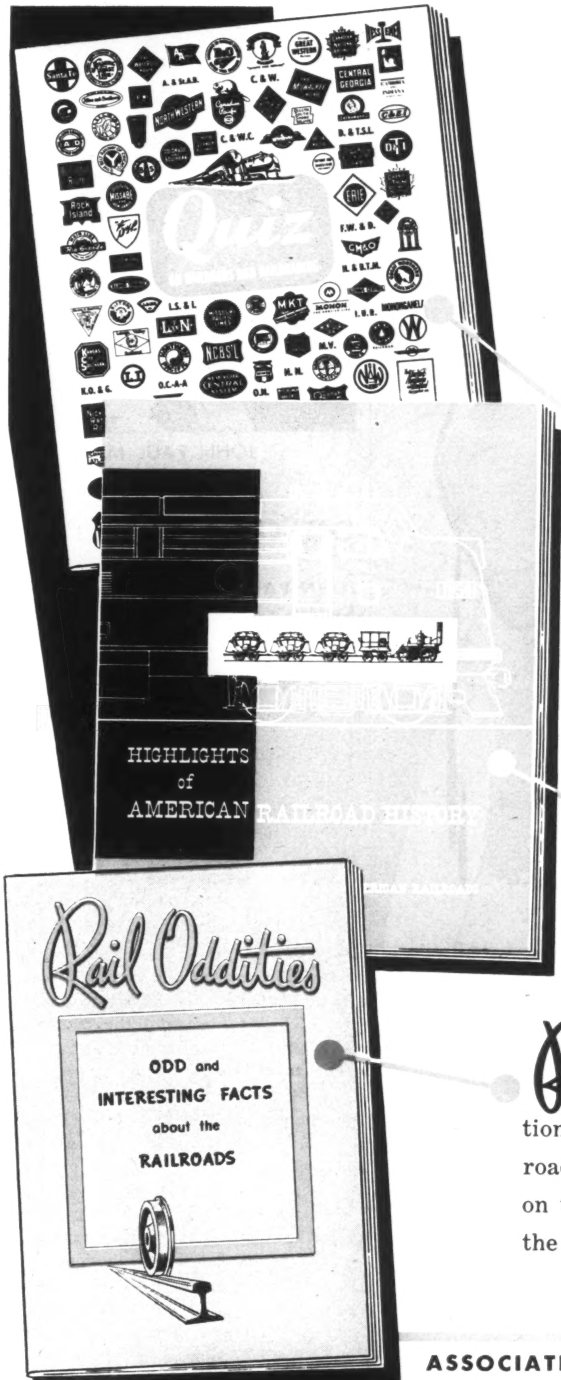
Mr. Beaton became general manager of KWKW-AM-FM Pasadena in 1944 and in the first year under his operation business tripled. It has shown a steady increase since.

Emphasizing music, news and foreign language programming, Mr. Beaton maintains a policy of covering all major civic events. In the field of music KWKW is the only western station with a regularly scheduled weekly 60-minute binaural broadcast.

Elected president of the California State Radio & Television Broadcasters Assn. in November 1953, he is also a three-times past president of the Southern California Broadcasters Assn. and currently is on its board of directors. Mr. Beaton is a member of the Pasadena Rotary Club and also is a director of the Catholic Press Council of Southern California.

He was married on Oct. 6, 1930, to the former Beatrice Smythe of Los Angeles. They live in the Los Feliz district there. Their five children include Tessie Ann Damon, 22, wife of James G. Damon, KNBH (TV) Hollywood director of operations; Fred, 20, a CPS Hollywood page; Roland, 18; Barbara, 16, and William John Jr., 5.

Mr. Beaton cautions members of his staff to be conservative rather than exuberant, but to retain their enthusiasm. He insists that they never misrepresent, nor knock a competitor; instead, he advises, emphasize the services of your own station.


Quiz
HIGHLIGHTS of AMERICAN RAILROAD HISTORY
Rail Oddities
ODD and INTERESTING FACTS about the RAILROADS

...WITH OUR COMPLIMENTS

Quiz A new edition (the 10th) of a ready-reference source book of valuable information concerning the American Railroads — their history, physical characteristics, traffic, operations and services. Presented in convenient question-and-answer form.

HIGHLIGHTS First edition of a compendium of significant events and incidents in railroad history — famous "firsts", identified as to time and place.

Rail Oddities First edition. A collection of odd and interesting facts about the railroads . . . presented in cartoon style. Somewhat on the lighter side of railroading down through the years.

Send THIS COUPON

ASSOCIATION OF AMERICAN RAILROADS BT
924 TRANSPORTATION BUILDING • WASHINGTON 6, D. C.

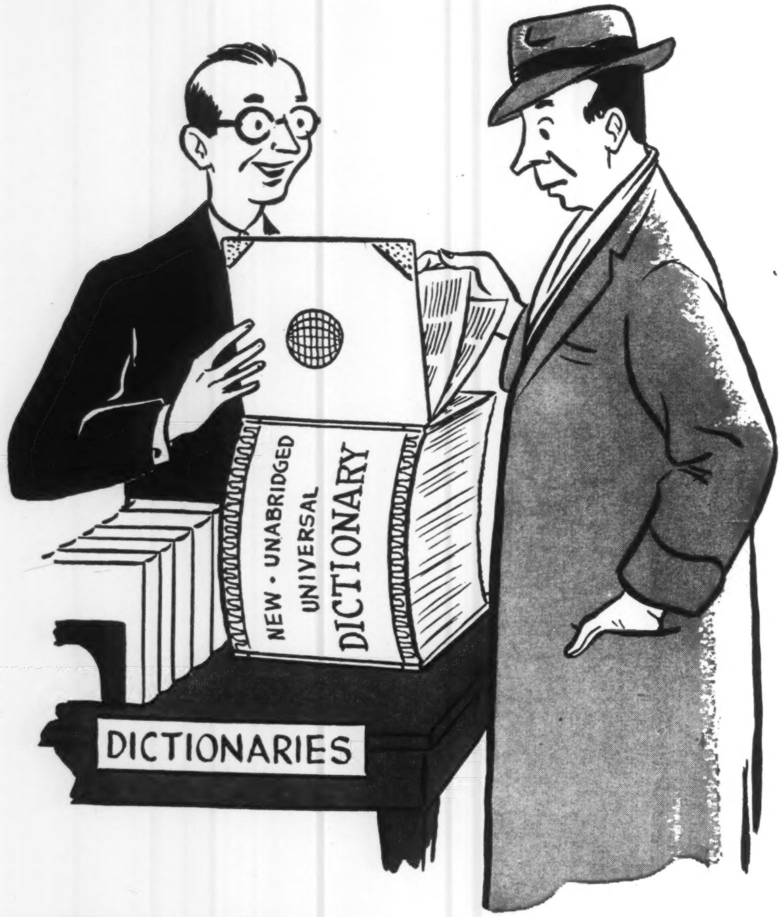
Please send me a free copy of the booklets checked

☐ QUIZ
☐ HIGHLIGHTS
☐ RAIL ODDITIES

MY NAME..

ADDRESS..

CITY.. STATE..........................



"But is this one REALLY complete?"

If you want to be 100% "thorough" in covering Kentucky with radio, more power to you—and you'll need *plenty!*

On the other hand, if you want to reach 51.3% of the State's total purchasing power, at minimum cost, you can do it with just *one* station! 5000-watt WAVE delivers the big Louisville Trading Area intact—covers it, plus a quarter-billion dollar chunk of Southern Indiana, thoroughly, and without waste circulation. To get the remaining 48.7% of the State's income, you need *many* of Kentucky's 47 other radio stations.

Check NBC Spot Sales for full details!

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *Exclusive National Representatives*

JOHN PAUL MARSICH

on all accounts

JOHN PAUL MARSICH, chief timebuyer for Kudner Agency, New York, is one of the most expert buyers of network time in the business.

"John," one of his associates confided, "is about as nice as he is capable, and I think he's one of the most capable guys around."

Mr. Marsich's advertising career began at NBC in 1940. Prior to that he had attended Columbia and New York U., majoring in business administration. He supported himself through school by playing the trumpet at night in New York bands.

His first job at NBC was in the treasurer's department, from which he was transferred first to the research department and then to the television staff.

In 1943 he left the network for the wars. As a lieutenant in the Navy he commanded the LST *Medium* until the end of hostilities, whereupon he returned to the television department of NBC.

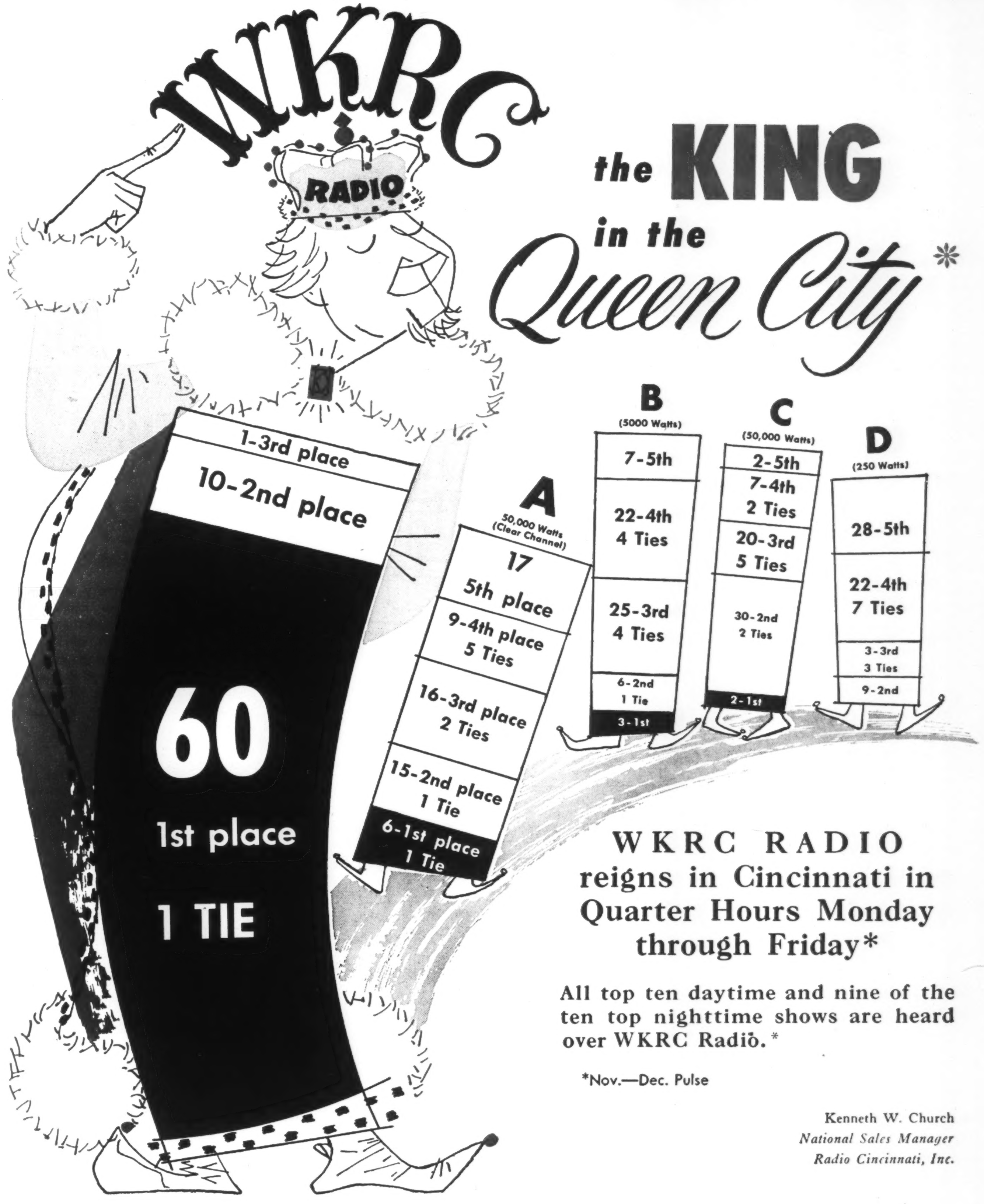
By 1949 he had advanced to supervisor of production costs on all network shows. It was his job to estimate expenses on every item in a program except time costs. He served in that capacity until August of the same year when he accepted an offer from Kudner to join the agency as assistant business manager of the radio and television department. Less than a half year later he was named to the post of head timebuyer at the agency. In that capacity, he participates in the purchase and clearance of nearly $15 million worth of network shows annually.

Among the shows he has bought and cleared are: Buick's Milton Berle show on NBC-TV; Schick's Jackie Gleason on CBS-TV; U. S. Tobacco's *Martin Kane* on NBC-TV; Texas Co.'s *Metropolitan Opera* on ABC Radio, and Goodyear's *Greatest Story Ever Told,* also on ABC Radio. In addition he has been importantly instrumental in placing the widespread special events schedule of General Motors.

Mr. Marsich was married to Agnes Reed in March 1952. They live at Beechhurst, Long Island.

His hobbies include golf (he shoots in the 90's) and music (jazz and classics).

the KING in the Queen City*


WKRC
RADIO
1-3rd place
10-2nd place
60
1st place
1 TIE
A
50,000 Watts (Clear Channel)
17
5th place
9-4th place
5 Ties
16-3rd place
2 Ties
15-2nd place
1 Tie
6-1st place
1 Tie
B
(5000 Watts)
7-5th
22-4th
4 Ties
25-3rd
4 Ties
6-2nd
1 Tie
3-1st
C
(50,000 Watts)
2-5th
7-4th
2 Ties
20-3rd
5 Ties
30-2nd
2 Ties
2-1st
D
(250 Watts)
28-5th
22-4th
7 Ties
3-3rd
3 Ties
9-2nd

WKRC RADIO reigns in Cincinnati in Quarter Hours Monday through Friday*

All top ten daytime and nine of the ten top nighttime shows are heard over WKRC Radiŏ.*

*Nov.—Dec. Pulse

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

*CINCINNATI

REPRESENTED BY THE KATZ AGENCY—CBS RADIO NETWORK

we love people

22,000 of them

for that is the number of votes cast for 60 families who selected the music on ***FAMILY CHOICE***

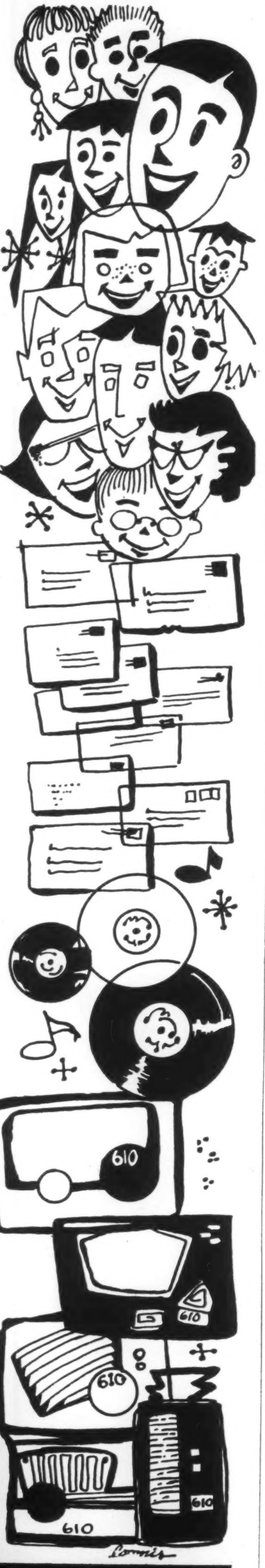
WHAT IS FAMILY CHOICE?

A two hour musical portion of ***MORNING DIGEST*** in which Roanoke families acted as program directors.
(the most popular won a '54 Plymouth)

AND MORNING DIGEST?

Offers 4 hours of the best radio listening in Roanoke each morning, 5:30 to 9:30

Your ***AVERY-KNODEL*** *man can tell you all. Just call him!*



WSLS RADIO

NBC IN ROANOKE, VIRGINIA

Shenandoah Life Stations, Incorporated

1,000 watts dial 610 AM

10,600 watts dial 99.1 FM

MILESTONES

► DOUBLE anniversary was celebrated on a special half-hour Don Lee Broadcasting System-*Alka-Seltzer Newspaper of the Air* in Hollywood yesterday (Sunday), commemorating the 20th year of the program and the start of newscaster Glen Hardy's career as a radio reporter. Governors of six western states broadcast congratulations during program, which highlighted news during the 20 years of sponsorship by Miles California Co., L. A., (division of Miles Laboratories Inc., Elkhart, Ind.), presented for over 15 years on Don Lee network.

► STERLING V. COUCH, traffic manager of WDRC Hartford, Conn., has observed his 26th anniversary with the station. Mr. Couch has for years arranged religious and educational programs for WDRC-AM-FM and has emceed a children's program.

1934
1954
CBS
KTUL
20th ANNIVERS
of SERVICE

KTUL Tulsa's 20th anniversary was celebrated in a "cutting" of the "cake" atop the CBS Radio affiliate's marquee. Performing the honors are L. A. Blust Jr (l), vice president-general manager of Tulsa Broadcasting Co., licensee, and R. P. (Bud) Akin, senior member of the KTUL sales staff, who completed his own 20th anniversary with the station Feb. 5.

► WOR New York celebrated its 32nd year on the air last Monday. To commemorate the occasion, John R. Gambling, on his 7:15 a.m. show, played a record of the late Al Jolson singing "April Showers." It was this record that put WOR on the air on Feb. 22, 1922.

► AS the initial event in a year-long celebration of the 30th anniversary of city-owned WNYC New York, the station broadcast its 15th annual, four-day American Music Festival. Seymour N. Siegel, director of radio communications for the City of New York, said nearly 125 hours of air time were devoted during this period to the whole range of American music.

►ARTHUR HULL HAYES, CBS vice president and general manager of KCBS San Francisco, has celebrated completion of 20 years service with the network.

► WNOX Knoxville, Tenn., has celebrated the 18th anniversary of its hillbilly program, *Midday Merry-Go-Round*. M. C. Lowell Blanchard highlighted six birthday shows with hillbilly variety and audience giveaways.

►WEAV Plattsburg, N. Y., has marked its 19th year of broadcasting.

► WEFM (FM) Chicago, Zenith Radio Corp. outlet, commemorated its 14th anniversary last month with presentation of "lasting vocal masterpieces of music," according to Ted Leitzell, WEFM manager. Station went on the air Feb. 26, 1940, with a "good music" policy and as a pioneer Chicago fm operation.

Advertisement

Open Letter to Editors:

The Pan-American Coffee Bureau believes that every American deserves to know the true facts about coffee. We have, therefore, published the following message, and delegations of American housewives and editors are now in Brazil "Seeing for Themselves."

WHY THE BRAZILIAN GOVERNMENT HAS INVITED AMERICANS CONCERNED ABOUT COFFEE PRICES TO COME TO BRAZIL TO "SEE FOR YOURSELF"

In order to clear the atmosphere of doubt and rumor about the reasons for the rise in coffee prices, Brazil —through the Brazilian Coffee Institute, has invited a group of observers to come to Brazil, see for themselves and report back to you.

Those invited include members of Congress, leading publishers and writers, and representative housewives. Those who accept will visit typical coffee farms, coffee warehouses and the coffee shipping ports. They will be free to investigate where and what they wish. Their questions will be answered fully and frankly.

Brazil will welcome this group—just as it welcomes the Congressional and Federal Trade Commission investigations—as an opportunity to lay before you, the consumer, the full story behind present coffee prices.

BRIEFLY STATED, HERE ARE THE FACTS

THE FIRST BIG FACT: Last July, when we in the United States were enduring midsummer heat, part of the great coffee-producing area of Brazil was struck by killing frost. It was midwinter, then, south of the Equator.

Overnight hundreds of millions of coffee trees were destroyed or severely damaged in the States of Paraná and São Paulo. These trees would have produced nearly half a billion pounds of coffee. With the cold-blight, this mountain of coffee was lost.

THE SECOND BIG FACT: This lost coffee cannot be replaced overnight. It takes five years for a new coffee tree to mature and bear in quantity. It takes two to three years for a frost-blighted tree to recover and produce again.

After the war, coffee producers had anticipated an increase in the demand for coffee. Hundreds of millions of new trees were planted, particularly in Brazil, during the late forties and early fifties—but many of these new trees, which were just about ready to yield, were killed or damaged by the July frost.

THE THIRD BIG FACT: Americans understand the age-old law of supply and demand. When frost hits the citrus-growing areas of Florida or California, the price of oranges and grapefruit goes up. When housing is short, rentals go up. When drought destroys the pasture lands of the dairy regions, the price of milk goes up. Today, largely because of a frost in Brazil, the price of coffee has risen.

When supply catches up with demand, you may be sure the law will continue to work—this time for you. But even at the average retail price prevailing today the cost to you, the consumer, of home-brewed coffee is no more than 2½ cents a cup.

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y. • BRAZIL • COLOMBIA • COSTA RICA
CUBA • DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR • GUATEMALA • HONDURAS • MEXICO • VENEZUELA

© 1954

Only the Bes

With four television stations now transmitting in the Houston-Gulf Coast area, KPRC-TV remains FIRST in everything that counts. Houston's large, growing viewing audience (over 300,000 TV sets in the coverage area) consistently elects Channel 2 for the best in programming . . . the most and best in talent . . . tops in news and newsreel coverage . . . the best in performance!

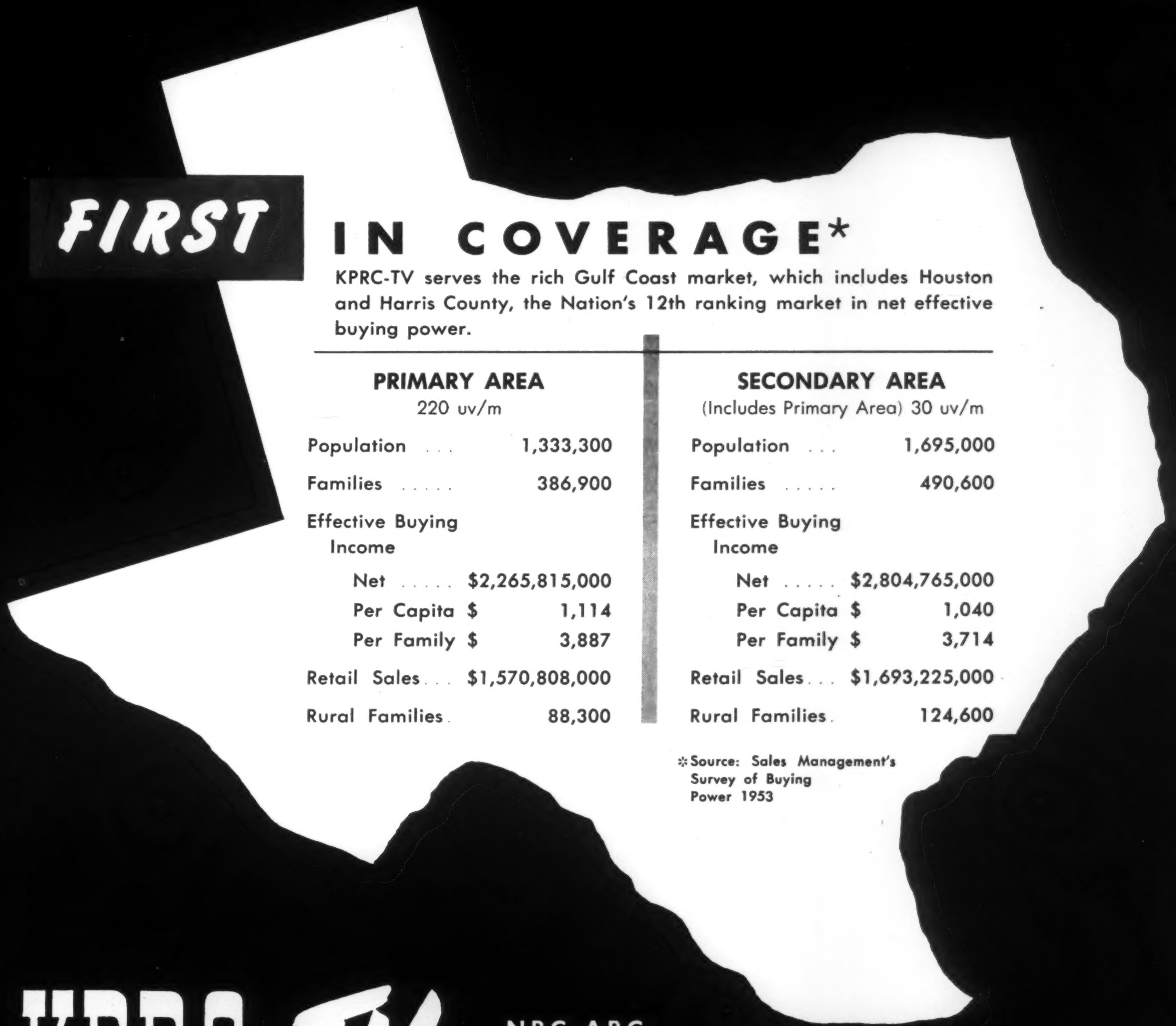
Houstonians look to KPRC-TV for leadership . . . because Houstonians know KPRC-TV is FIRST.

For the *lowest* cost per thousand and the *highest* percentage of *results*, buy KPRC-TV. Call Edward Petry and Company, or write direct for availabilities.

FIRST

FIRST in coverage
FIRST in circulation
FIRST in ratings
FIRST in local live shows
FIRST in news
FIRST in public service
FIRST in merchandising & promotion
FIRST in physical equipment

STAYS First



FIRST IN COVERAGE*

KPRC-TV serves the rich Gulf Coast market, which includes Houston and Harris County, the Nation's 12th ranking market in net effective buying power.

PRIMARY AREA 220 uv/m		SECONDARY AREA (Includes Primary Area) 30 uv/m	
Population . . .	1,333,300	Population . . .	1,695,000
Families	386,900	Families	490,600
Effective Buying Income		Effective Buying Income	
Net	$2,265,815,000	Net	$2,804,765,000
Per Capita $	1,114	Per Capita $	1,040
Per Family $	3,887	Per Family $	3,714
Retail Sales . . .	$1,570,808,000	Retail Sales . . .	$1,693,225,000
Rural Families .	88,300	Rural Families .	124,600

*Source: Sales Management's Survey of Buying Power 1953

KPRC-TV

NBC-ABC

CHANNEL 2 HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by **EDWARD PETRY & CO.**

More reach ...better pickings

When you're using spot radio to cover a national market, you want all the reach you can get. You want stations like WJR, which gives you the best possible radio coverage of a broad market of 15 million people, some 10% of the nation's buying power. This is the kind of mass advertising that means real efficiency for every dollar you spend. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

BROADCASTING TELECASTING

March 1, 1954

Vol. 46, No. 9

NBC RADIO AFFILIATES GET PLAN FOR SPOTS ON NETWORK

Controversial plan has drawn the ire of station representatives, who claim it is an invasion of the spot field, and has yet to gain approval of the network's affiliates. The network wants a go-ahead by April.

NBC's controversial plan for selling one-minute participations in network radio programs was put to the network's affiliates officially last week.

Disclosure of the proposal, which NBC officials refused to reveal or discuss publicly but which appeared to be a refinement and extension of plans that the network outlined to affiliates last fall [B•T, Sept. 21, 1953], brought renewed rumblings from station representation firms branding it a clear invasion of the spot field. It carried the blessings, however, of a majority of the NBC Radio Affiliates Committee representatives with whom details were surveyed Tuesday.

NBC was said to be hopeful of getting the plan into operation—on what would amount to a trial basis probably extending to the end of the year, according to the understanding of affiliates committee representatives—during the week of April 4. Desire to get off the ground as quickly as possible was attributed, at least in part, to competitive factors, since CBS Radio has promised its affiliates it will make no rate revisions before Aug. 24 and accordingly would not be able to make major counter-moves before that time. NBC officials were quoted as saying they considered the plan "essential" for the network's "continued progress."

Affiliation Contract Amendment

The NBC plan requires approval of affiliates through amendment of their affiliation contracts, and NBC officials were represented as being uncertain as to the minimum number of acceptances that would be necessary to effectuate it.

Salient features of the plan were described as follows:

- On four specific programs NBC would be allowed to sell one-minute participations. Programs initially available were listed as the three quarter-hour strips which comprise NBC's "Three Plan"—*Weekend* (Sunday, 4-6 p.m.), *Road Show* (Saturday, 2-6 p.m.), and *Big Preview* (Saturday, 7:30-9:30 p.m.)
- In the so-called "participation programs," advertisers would be permitted to buy one or more announcements—but would be required to use all stations carrying the program—at a fixed cost for time, plus talent fee. Indications were that NBC intended to offer eight participations per hour, in which case the advertiser would pay one-eighth of the hourly rate for time, plus a talent tab.
- Station compensation would follow a similar arrangement. Assuming eight participations per hour, for each one sold the affiliate would be paid one-eighth of his network hourly rate.
- Stations would be permitted to sell their own spot in any segments in which NBC had sold at least one but not all available participations. NBC would waive co-op fees in the case of such sales, at least for the present, but time thus sold locally would be subject to recapture in event of subsequent sale by the network.
- A review of the entire operation would be made at a meeting of affiliates at the end of the year, the implication being that its success or failure in the meantime, and degree of acceptance by affiliates, would determine whether it should be continued, expanded or abandoned.

Details in Letter

Details of the proposal were outlined in a letter sent out to NBC Radio affiliates last week by Robert D. Swezey of WDSU New Orleans, chairman of the affiliates committee, and Harold Essex of WSJS Winston-Salem, committee secretary-treasurer. Many affiliates had not received their copies by late last week, so their reaction could not be appraised immediately.

From station representation circles, however, came strong protests that NBC was attempting "another inroad" on spot business and that the move "would siphon off—there's no question about it—spot business from the stations."

Since the basic features of the proposal had been known since last September, the apparent inclusion of the "Three Plan" programs in the new operation drew special fire from representatives' spokesmen. Under the "Three Plan" as it has operated up to now, the advertiser has been required to buy at least three participations. Under the new plan, he could buy as few as one.

The "Three Plan" currently has three sponsors: Lewis-Howe (Tums), Hudnut, and Carter Products. Programs comprising it are three 15-minute five-a-week programs, one in morning time, one in late afternoon, one in evening: *Second Chance* (11:45 a.m. to noon); *It Pays To Be Married* (5:45-6 p.m.), and *Fibber McGee & Molly* (10-10:15 p.m.).

Other Series Not Sold

None of the other series identified as available for participating sponsorship has been sold. *Weekend* and *Big Preview* went on the air last fall; *Road Show* started in January.

Although NBC's decision to waive co-op fees in the case of spots sold locally in the shows involved was said to represent a reversal of an earlier plan to make a percentage charge in such cases, station representation spokesmen took little comfort from the local-sales idea. What national advertiser, one representative asked, would consider buying announcements in these programs on a national spot basis when his time might be reclaimed by the network next week?

NBC's President Sylvester L. Weaver Jr., however, in leading network officials in discussions of the plan with the affiliates at last Tuesday's meeting, emphasized the flexibility which the plan allows and reiterated his view that it

---

NBC ENTERPRISES FORMED UNDER COTT

NBC last week was forming a fifth major division, known as NBC Enterprises, to promote, exploit and merchandise properties and activities of NBC.

Ted Cott, operating vice president of the NBC Radio Network, was designated to head the new unit as vice president in charge, but also will continue in his network activities. In his new post he will report to NBC Executive Vice President Robert W. Sarnoff, while in his network vice presidency he will continue to report to William H. Fineshriber Jr., vice president in charge of the radio network.

MR. COTT

First unit of the new division already has been set up—a souvenir shop on the mezzanine floor of the RCA Bldg. Aimed at the profitable market of sightseers on the NBC tour, the shop will handle photograph albums (featuring pictures of NBC talent, etc.), cook books, post-cards, balloons, and similar gift-shop items with an NBC tie-in.

Tours by the NBC television opera, publication of an NBC *Almanac* and franchising of department stores for the sale of items based on NBC properties were other projects being considered for future development.

Some of the activities, officials said, may be "farmed out" to other firms, including the Kagran Corp., which was set up by NBC, Martin Stone, and "Buffalo Bob" Smith to merchandise *Howdy Doody* characters.

One of the most immediate prospects for exploitation was said to be NBC-TV's forthcoming new hour-long daytime *Home* show, with the idea that books may be issued based on several departments of the program—cooking, gardening, fashions, "how-to-do-it," etc. Spokesmen also reported that extensive promotion and merchandising campaigns are being planned for *Ding Dong School, Today, Fibber McGee & Molly, Dragnet, Victory at Sea,* among others.

Mitchell Benson has been named director of NBC Enterprises, while Sidney Rubin is manager of licensing; Frank Fitzgerald, operations manager, and Ted Zaer, business manager.

will attract new advertisers to network radio.

It is, he said, "adapting the magazine concept to radio"—an adaptation which Mr. Weaver earlier introduced into television. He contends that selling smaller and therefore less expensive segments of radio time will broaden the base of the medium, enabling more advertisers to use it and encouraging greater use by those already in radio, and thus will develop more prospects not only for network but also for station representatives.

Most members of the affiliates' group clearly were impressed by the network arguments. The letter from Messrs. Swezey and Essex said that while acceptance or rejection of the plan is a matter for individual affiliate decision "the majority of your representatives feel that in the circumstances outlined above the proposal is acceptable and constructive and in the opinion of the network essential for its continued progress."

Full Network Stressed

The affiliates' representatives were said to have been especially insistent that advertisers buying participations be required to buy the full available network and not be allowed to pick certain stations and at the same time to omit others.

Affiliates on hand for the meeting, in addition to Messrs. Swezey and Essex, included E. R. Vadeboncoeur, WSYR Syracuse; Robert Hanna, WGY Schenectady; Milton Greenebaum, WSAM Saginaw; Richard Mason, WPTF Raleigh, and George Norton, WAVE Louisville. Absent were committeemen Clair R. McCollough, the Steinman Stations, and Paul W. Morency, WTIC Hartford. Network delegation included President Weaver, Executive Vice President Robert W. Sarnoff; Ted Cott, operating vice president for the radio network; Station Relations Vice President Harry Bannister, and Administrative Vice President David C. Adams.

As explained in the letter from Messrs. Swezey and Essex, payment to stations would be made in accordance with the following formula:

> Compensation for each participation sold in an hour program will amount to that percentage of the compensation the station would receive on the sale of one hour, in the time period in which the program is broadcast, as is equalled by the number of participations available for sale divided by 100. For example, if there are eight such participations available for sale in an hour program, the compensation for each participation sold will amount to 12½% of the compensation the station would receive on the sale of a one-hour program in the same time classification.

For programs of other lengths, the factors of division are 50 for half-hour, 25 for quarter-hour, and 200 in those instances of two-hour shows.

Agreement Provisions Given

The arrangement permitting affiliates to sell spots in these shows provides:

> In any segment where at least one network participation has been sold the stations may sell any cued announcement availabilities on run of schedule, that is, subject to immediate removal to another unsold availability with a segment of the program in order to permit a network order to be filled.

The Swezey-Essex letter also notes that, for these programs, the network has waived co-op fees until a meeting with the affiliates committee next December, when the entire operation will be reviewed.

GARDEN GUILD HEAD ANSWERS BBB STORY

Garden Guild is an 'honest nursery business,' says its president, John T. Southwell, who makes promise that 'mistakes will not be repeated.'

GARDEN Guild of America, which met up with problems as a result of non-delivery of rose bushes ordered by listeners to its radio spot announcement campaign a few months ago [B•T, Jan. 4], is an "honest nursery business" whose "mistakes will not be repeated" and it "will be in business for many years to come."

This assurance was given last week by John T. Southwell, Garden Guild president, in a statement answering an article in a St. Louis Better Business Bureau bulletin which, Mr. Southwell said, was "replete with inaccuracies, misstatements, and misleading statements" about his organization. He said the bulletin claimed there is no "Blue Rose," which the Garden Guild formerly offered for sale, but that the national BBB itself had reported last November that "authorities, nurserymen and growers had been referring to this rose . . . as the Blue Rose for over 40 years." His statement continued.

Too Busy With Customers

"I see no point in wasting time, paper and energy refuting the St. Louis article point by point—though it can be done. My staff and I are busy taking care of our customers. True, the Post Office received a number of complaints on delayed shipments, wrong variety of roses, etc. We know that, and have worked night and day in the past weeks to remedy it. We are now working night and day to see that we are able to fulfill the wants of our customers this spring. I have not time for calling names, answering charges, or making counter-charges. There are more important things to be done.

"I write this only to have you understand these three things: (1) I am only trying to run a simple, honest nursery business and have no desire to defraud anyone—least of all customers whom I hope to keep for years to come; (2) neither I nor Garden Guild has been indicted or convicted for fraud or anything else; there has been an investigation—nothing else; (3) this is not a blast at the Better Business Bureau organization as a whole, for certainly the national Better Business Bureau has been extremely cooperative and helpful. So have most of the local bureaus. . . .

"It would seem that the principal desire of the St. Louis Better Business Bureau is to put Garden Guild out of business. Yet I know that is not the case with the rest of the Better Business Bureau organizations or with the Post Office. They simply want mistakes rectified and not repeated. So do I—so much that I have moved my offices, fired, hired, and generally moved heaven and earth. The mistakes will not be repeated, and I can assure you that this company will be in business for many years to come."

Garden Guild, whose headquarters formerly were in St. Louis, now is at Rose Hill, Devon, Pa. Mr. Southwell's statement was addressed to "all Better Business Bureaus, newspapers, radio stations, magazines and business publications."

IT'S NOW Arndt, Preston, Chapin, Lamb & Keen Inc. after a merger of two Philadelphia advertising agencies, Lamb & Keen Inc. and John Falkner Arndt Co. [AT DEADLINE, Feb. 22]. Shaking hands on it are James G. Lamb (l), new board chairman and formerly L&K president, and John F. Arndt, new president and formerly JFA president.

Longines Buying More Time on CBS Radio

A MAJOR EXPANSION in its use of radio was set by Longines-Wittnauer Watch Co. last week with a CBS Radio contract which, by next fall, will have the watch firm on that network seven days a week.

With the expansion, it was estimated unofficially, Longines programs will represent over $3 million in gross annual billings to CBS Radio.

Alan Cartoun, advertising director for the sponsor, told B•T that the expansion reflected Longines-Wittnauer's continuing faith in the soundness of a medium that it has used successfully in the past.

The contract was reported to be on a non-cancellable basis extending through December 1955, and could be considered particularly heartening to the network in view of the imminent loss of *Lux Radio Theatre* to NBC.

Longines currently sponsor the *Choraliers* on CBS Radio on Tuesdays and Thursdays at 7:30-45 p.m. and the *Symphonettes* on Sundays at 2-2:30 p.m.

Under the new contract the company will add the *Symphonettes* on Saturdays at 5:30-6 p.m., starting March 6, and the *Choraliers* on Wednesdays and Fridays at 7:30-45 p.m., effective the following week.

Other contract being worked out would add the Monday 7:30-45 p.m. period, rounding out a seven-day-week schedule.

Agency for Longines-Wittnauer is Victor Bennett, New York.

Multiple-Sponsors for NCAA Grid Tv Slate Under Study

POSSIBILITY of multiple-sponsorship of the National Collegiate Athletic Assn. *Game of the Week* football program on network television was reported last week following hearings conducted in New York last Monday with representatives of various segments of the tv industry.

Asa S. Bushnell, vice-chairman of the NCAA Tv Committee, said all suggestions received from networks, sponsors, agencies and other groups at the meeting will be considered when the committee convenes to formulate a 1954 television plan. He said that one decision the committee will make will be whether to continue single sponsorship of the series, as has been in force for the past two years, or to adopt multiple-sponsorship.

NCAA's *Game of the Week* was presented during 1952 and 1953 on NBC-TV under the sponsorship of General Motors Corp.

Those in attendance at the hearing last week included Tom Gallery, NBC-TV; Judson Bailey, CBS-TV; Tom McMahon, DuMont; Robert O'Brien and Les Arries, ABC; Thad H. Brown, NARTB; Nathan L. Halpern, Theatre Network Television; George Kerrigan, Tel-Ra Productions, and Dan Halpin, Radio-Electronics-Tv Mfrs. Assn.

STOKELY-Van Camp Inc. signs its fourth straight contract with WISH Indianapolis for broadcasts of the Indianapolis Indians baseball games. L to r: Robert McConnell, WISH vice president; Harry Hebberd, advertising and merchandising director, Stokely-Van Camp, and Eddie Stumpf, general manager of the AA club.

General Mills Won't Repeat Summer Package Plan

General Mills to hold to present network schedule with some radio-tv spots this summer, but nothing like last year's 'package purchases.' Swift & Co. has a spot tv participation campaign underway in some markets.

GENERAL MILLS, Minneapolis, will not embark on any radio-tv spot saturation campaigns but will continue its present network programs throughout the year, it was learned last week.

The firm plans spot commitments in both media this summer but nothing comparable to the "package purchases" which provoked controversy last year. The 1953 drive embraced four plans for Wheaties and other products as a flexible alternative to the flat rates engineered by GM in 1952, with "floating schedules" as one of the main features [B•T, Feb. 23, 1953, et seq.].

The 1953-54 "Wheaties Operation Sparks" campaign was understood to be still in effect on a reduced schedule. The plan called for nine announcements per day on each station for 24 weeks from last Oct. 18 to March 27 in 125 markets.

General Mills will continue with its *Lone Ranger* on both CBS-TV and ABC-TV, *Lone Ranger* and *Whispering Streets* on ABC Radio, and *Valiant Lady* and the *Bob Crosby Show* on CBS-TV.

Swift & Co., Chicago, currently has a spot participation campaign underway in most of the 13 tv markets now carrying the filmed version of *How Does Your Garden Grow*, it was reported last week.

The series, telecast live by WNBQ (TV) Chicago Sundays, is being offered by John Ott Pictures Inc., Winnetka, Ill., headed by Mr. Ott, who conducts the garden program. Arrangements are underway to sell the series in at least 10 other markets.

Swift sponsors one of four participating announcements on behalf of its Vigoro and End-o-Pest, and reportedly has agreed to go into 25 markets. One-minute spots are being offered to other national advertisers or local clients.

J. Walter Thompson Co. is agency for the two Swift products.

11 Major Firms Participate In Closed Circuit Tv Meet

ELEVEN major corporations participated in a six-hour, closed-circuit television conference as part of a special meeting of the American Management Assn. at New York's Astor Hotel last Friday. The event made use of the facilities of ABC's WABC-TV New York and was produced by Box Office Television Inc., New York.

Participating corporations were United States Steel Corp., AT&T, International Business Machines Corp., Remington Rand Inc., New York Telephone Co., Western Union Telegraph Co., Addressograph Multigraph Corp., National Cash Register Co., Friden Calculating Machine Co., Burroughs Corp. and Commercials Controls Corp.

The closed circuit telecast, which was described as one of the longest on record, was viewed by an estimated 1,500 management representatives of major industrial concerns in attendance at the Grand Ballroom of the Astor Hotel.

'Advermat' Contest Open To Agency Executives

MR. CAYTON

QUIZ and essay contest open only to advertising, sales, marketing and agency executives will be held from March 1 to June 10 by Perfo Mat & Rubber Co., to familiarize contestants with "Advermats," which are "life-time," rubber point-of-purchase display mats with product name, trademark and selling phrase inlaid through the mat.

First prize will be a 1954 MG convertible sports car, the second a week's Bermuda vacation for two, with succeeding 48 prizes including 15 electric shaver sets, 12 boxes of cigars and 21 personalized Advermats.

Cayton Inc. Advertising, New York, Perfo agency, created the contest. Entry blanks and information may be secured from Advermat Contest, Perfo Mat & Rubber Co., 461 4th Ave., New York 16.

Judges will be William D'Arcy Cayton, president, Cayton Inc.; Eldridge Peterson, editor, *Printers' Ink;* Norton B. Jackson, executive director, Point-of-Purchase Advertising Institute, and Robert J. Mohr, advertising manager, Phillips-Jones Corp. (Van Heusen shirts).

GERBER's Baby Foods will sponsor the Thursday 10:15-30 a.m. portion of NBC-TV's *Ding Dong School* on 52 stations of the network beginning this week. "Miss Frances," Dr. Frances Horwich, signs her approval of the sponsor's product with witnesses Paul Louis (l), vice president in charge of radio-tv for D'Arcy Advertising Co., and Ken Plumb, D'Arcy vice president and supervisor of the Gerber account.

Agency Network Sets Meet

THE 23d annual Management Conference of the National Advertising Agency Network April 12-18 at Boca Raton Hotel & Club, Boca Raton, Fla., will be attended by about 70 principals of 34 member agencies and 40 offices through the U. S. and Canada, according to John F. Wilson, Carr Liggett Advertising Inc., Cleveland, conference general chairman.

NAAN's first seven-day management meeting in history will feature the theme, "Clearing the Decks for Creative Action," and includes an April 11 steering committee session, 28 management sessions and 25 speakers. Sheldon D. Spencer, George T. Metcalf Co., Providence, will preside at the annual Creative Awards banquet April 13 and Howard Swink, Howard Swink Advertising Agency, Marion, Ohio, will preside at the April 17 financial session.

SPOT—NEW BUSINESS

Shulton Toiletries preparing seasonal radio spot advertising in 35 markets, starting April 5 for 13 weeks, buying mostly early morning time between 7 and 8 o'clock. Agency: Wesley Assoc., N. Y.

Liberty Mutual Insurance (auto insurance), N. Y., using eight markets for radio-only spot schedule starting March 1. Contract for 15 weeks. Agency: BBDO, N. Y.

General Mills (Angel Food Mix) plans tv spot campaign in East Central area and radio schedule in New England early in March on staggered schedule for introductory promotion. Agency: BBDO, N. Y.

NETWORK—NEW BUSINESS

General Foods Corp., N. Y. (Instant Jello), to sponsor Wed. 3:30-3:45 p.m., EST, portion of *Bob Crosby Show* (CBS-TV, Mon.-Fri., 3:30-4 p.m., EST), starting March 3. Agency is Young & Rubicam, N. Y.

Nash-Kelvinator Corp., Kelvinator Div., Detroit, has signed for alternate-week sponsorship of *Danger* (CBS-TV, Tues., 10-10:30 p.m. EST), starting March 16. Agency: Geyer Adv., N. Y. Other alternate-week sponsor is Block Drug Co.

O-Cedar Corp. and **Carter Products Inc.,** effective March 16 to sponsor alternate weeks of *Meet Millie* on CBS-TV (Tues., 9-9:30 p.m.). O-Cedar agency is Turner Adv., Chicago, and Carter products is represented by SSC&B, N. Y.

Chrysler Corp. (Plymouth Div.) to sponsor a situation comedy show titled *That's My Boy*, starring Eddie Mayehoff, effective April 10, CBS-TV, Sat., 10-10:30 p.m. The show will be carried on 100 CBS-TV stations and will originate in Hollywood. This buy marks Plymouth's largest use of tv programming. Agency: N. W. Ayer & Son, N. Y.

General Foods Corp., N. Y. (Post Cereal Div.), effective April 5 will sponsor tv version of *Portia Faces Life* five times weekly on CBS-TV, 1:15-30 p.m. Mona Kent, who wrote the radio series, will write the tv version. Agency: Young & Rubicam, N. Y.

Manhattan Soap Co., N. Y. (Sweetheart Soap), and **Toni Co.,** Chicago (Prom Home Permanents), start *The Tennessee Ernie Show*, replacing *Family Skeleton*, on 202 CBS Radio network stations (Mon.-Fri. 8:45-9 p.m. PST) for 13 weeks from March 8. Agencies: for Manhattan Soap, Scheideler, Beck & Werner Inc., N. Y.; for Toni, Leo Burnett Co. Inc., Chicago.

THRICE-weekly sponsorship for 1954 of the 7:45 a.m. Card Cederberg newscast on WWJ Detroit by the Mennen Co. (men's toiletries, baby products) is contracted by William Breasley (l) of George P. Hollingbery Co., station representatives, and Leonard V. Colson, Mennen advertising manager.

AGENCY APPOINTMENTS

Helene Curtis Industries Inc. appoints Earle Ludgin & Co., Chicago, as agency for its Spray Net and Lanolin Discovery.

Canadian Aviation Electronics Ltd. (DuMont tv receivers), appoints James Lovick & Co. Ltd., Montreal, to handle all advertising.

The Burkhardt Brewing Co., Akron, Ohio, appoints Peck-Heekin Adv., Cincinnati, as advertising and marketing counsel.

Unistrut Products Co., Chicago (metal framing for tv station installations), appoints Buchen Co., same city, to handle its advertising.

KSTM-TV St. Louis appoints C. M. Said Adv., same city, to handle all national and local advertising, retroactive to Dec. 1, 1953.

Kingan Covers Indiana

THROUGH the cooperation of the Indiana Broadcasters Assn., all 52 radio stations in the state will carry a special statewide broadcast on March 20 under the sponsorship of Kingan & Co., Indianapolis (meat products). It is said to be the first time that any sponsor with statewide distribution has purchased a single program on all stations in Indiana. Starting at 12 noon CST, Kingan will present from the floor of the Butler field house in Indianapolis a program featuring the Purdue U. Glee Club and the Indiana Belles Girl's Glee Club of Indiana U. as a tribute to the 50th anniversary of The Indiana High School Athletic Assn.

Tide Water Associated Oil Co., S. F., appoints Buchanan & Co., L. A., to handle national advertising.

Farmers Frozen Food Co., Modesto, Calif., and **Universal Harvester Co.,** Stockton, Calif., name John A. Rollins Co., offices in both cities.

Copa Products, L. A. (AcneTrol), names Phil D. McHugh Co., same city, to handle advertising. Radio and tv will be used in spring campaign.

AGENCY SHORTS

Philip Ritter Inc., N. Y., has changed its name to Smith & Williams Adv. Inc. **Herman R. Williams,** formerly vice president, Christopher, Williams & Bridges, Chicago, named executive vice president of renamed agency.

Edward Graceman & Assoc., Hartford, Conn., elected to membership, American Association of Advertising Agencies.

E. H. Brown Adv., Chicago, has available for advertisers upon request the 52-page 1954 *Advertisers Rate and Data Guide*, which lists, in condensed form, circulation, closing and issuance dates for general, farm, mail order and direct selling magazines. Requests should be addressed to: E. H. Brown Adv., 20 N. Wacker Dr., Chicago 6.

Richard B. Atchison Adv., L. A., changes name to Atchison, Donahue & Haden Adv. and simultaneously moves into new offices.

Rheem Manufacturing Co., N. Y. (heaters, appliances), moves national advertising offices to South Gate, Calif., Mar. 1. **Fred C. Gallagher,** account executive, Campbell-Ewald Co., N. Y., servicing account, shifts to L. A., from where national and western advertising of Rheem will emanate. Central and eastern division advertising will continue to be handled from agency's Chicago and N. Y. offices.

The Mayers Co., L. A., elected to American Assn. of Advertising Agencies.

BT Adv. Agency, Cleveland, has published a 32-page booklet describing that firm's expansion and also containing information on advertising and media selection.

Rhoades & Davis, S. F., moves to 642 Commercial St.

Pearson Pharmacal Co., N. Y., has notified its agency, Harry B. Cohen Adv., that city, that it plans to change agencies effective March 31. Company is manufacturer of Ennds, Eye-Gene and Dew. New agency has not been selected.

Long Advertising Service, S. F., San Jose and Fresno, Calif., incorporates as **Long Advertising Inc.,** with **Alvin Long** as president; **Milton E. Wise,** vice president, and **Gertrude B. Murphy,** vice president in charge of radio-tv.

McCann-Erickson Ltd., Toronto, opens temporary office at Montreal at 3049 Sheraton, Mount Royal, with permanent offices being opened early in May at 1980 West Sherbrooke Bldg. J. Lawrence Dampier, formerly vice president of marketing, Lever Bros., N. Y., appointed manager.

Ross Roy of Canada Ltd., opens offices in Canada Trust Bldg., Windsor, Ontario. Harold J. G. Jackson, director of advertising, Chrysler Corp. of Canada, named manager of Canadian branch of U. S. agency.

Richard B. Atchison Advertising, L. A., changes name to **Atchison, Donohue & Haden,** with **Richard D. Atchison; R. C. Donohue,** account executive and partner in former firm, and **Jack Haden,** production supervisior, forming partnership. Address is 1206 Maple Ave. Telephone is Prospect 2404.

WILLIAM T. RAIDT, account executive in D'Arcy Advertising Co., Cleveland office, won $1,000 in the "Name This Market" contest sponsored by sharetimers KSBW-TV and KMBY-TV Salinas-Monterey, Calif. Mr. Raidt called the market "Pacific Paradise" [B•T, Feb. 15].

West-Marquis Inc., L. A., closes Long Beach, Calif., offices and consolidates operations into those of main office.

Condit Advertising Art, Denver, moves to 355 W. 7th St.

Wayne Welch Inc., Denver, moves to 800 W. 9th St.

Kight Flying

WHEN Kight Advertising Inc.'s executives want to contact a client in another city, they just board the agency's plane and are on their way. Licensed to pilot the four-place Cessna 170 airplane are W. H. Kight, president of the Columbus, Ohio, agency; his son W. W. Kight, vice president, and Carl W. Deibel, executive art and production director. Better service to customers in three states is the purpose of owning a plane, adds the agency.

SPOT NEWS FILM PLAN SAID UNDERWAY

Stations would be able to kinescope and telecast film within minutes or days. WCCO-TV claims credit for plan's development.

TRANSMISSION of television spot news film by coaxial cable facilities to stations outside the immediate range of film-distributing centers in New York and Washington, so these stations may kinescope the film and telecast it locally within "minutes instead of days," is being considered by United Press Movietone, INS-Telenews and CBS Newsfilm, spokesmen said last week.

WCCO-TV Minneapolis-St. Paul, which claims credit for developing the idea, says it has devised an "amazingly effective method of syndicating news film on a nation-wide basis without the usual 24 to 48-hour transportation delay" involved in air freight service.

The Minneapolis outlet said Sherman K. Headley, its assistant manager for television, and Charles McCuen, news director, set WCCO-TV technical facilities to work on the problem of finding an inexpensive and practical method of re-filming newsreel footage from station monitors. The result, WCCO-TV said, is a $45 attachment—the TV-T Shutter developed by makers of the Auricon 16mm sound camera—which eliminates the flicker usually accompanying motion pictures made from a tv monitor.

WCCO-TV said news-conscious tv stations are willing to accept the "inevitable" loss in picture quality in favor of getting the film while it still is of primary news importance, instead of receiving it after it is seen on network shows in their locality.

Gene Godt, WCCO-TV associate news director, made a private showing of sample news film, using the new device, at the October 1953 convention of Radio-Tv News Directors Assn. in Washington, with the response by individual news directors described by the station as "overwhelming."

Spokesmen for UP Movietone, INS-Telenews and CBS Newsfilm said they have no firm plans on the system at present. They said the cost of putting the plan into operation would make it expensive to stations, since it would involve cable costs and processing of film by the station. They said cost would be higher than current air freight rates, which generally provide same-day service.

A UP Movietone spokesman said DuMont Tv Network has been approached on the feasibility of using the network's cable facilities during a scheduled period each day for the project and that UP is considering service on a trial basis, within three months, if stations indicate sufficient interest.

Alarming Number

Mr. Godt said "an alarming number" of local tv stations have dropped syndicated film newsreel, "surrendering effective national and international news to the networks—because any newsreel film they would get was outmoded before it reached them." The new plan would add to the stature of tv news on a local station level, encourage the station to buy film processing equipment and thus encourage many to build up their news departments with this equipment, he said.

He said quality of the pictures made by WCCO-TV using the new shutter is about on a level with network kinescopes of around 1950, and expressed confidence that wider use will result in steady improvement by researchers.

AUTOETTES were supplied to agency executives during a production trip to Hollywood studios of Cascade Pictures of California on the theory that "good tv commercials are a product of brainwork, not footwork." L to r: Homer Heck, radio-tv production department, Foote, Cone & Belding; A. J. Bremner, FC&B vice president and copy director; Bernard J. Carr, president of Cascade Pictures; Peter Crane, S. C. Johnson & Son, Racine, Wis., and Desmond Marquette, FC&B. Occasion was filming of tv commercials for Johnson's wax account, handled by that agency.

Unite for 'Rocky'

IN an all-out promotional effort, manufacturers of boyswear and toys and novelties, retail chain store executives, a tv film producer, a distributor and a national sponsor have joined forces on behalf of the *Rocky Jones, Space Ranger* children's series. Plans to promote the series on these various levels were discussed at a meeting held in New York office of United Television Programs on Feb. 18 by representatives of UTP, the distributor; Roland Reed Productions, the producer; Gordon Baking Co., program sponsor; Sportswear Industries Inc., A. M. C. Store Chain, and Irving C. Krewson Buying Group, licensee companies. Aaron Beckwith, New York head of UTP, expressed the belief that this was the first time that a meeting has been held to coordinate a promotional campaign on all levels for a tv filmed program.

Primrose Suit Settled

OUT-of-court cash settlement has been effected in the Los Angeles Municipal Court suit, filed approximately three years ago against Joyce Primrose Lane, head of Primrose Productions, by writer Louis Clyde Stoumen. Originally asking $2,900, the writer charged the defendant in 1951 announced production on *The Ring*, proposed half-hour tv film series, for which three scripts of his were purchased. He further alleges he received payment for only one script. While the plaintiff's "Ship from Macabo" was filmed and subsequently telecast, he charged it was not the one for which he was paid and Mrs. Lane still owed him payment for two scripts. Shortly afterwards further production was suspended.

Vitapix Units Set Meet

VITAPIX Corp. will hold its next board of directors and executive committee meeting in Washington March 19 and 20. Annual stockholders meeting is scheduled for the last day of the NARTB convention in Chicago, the week of May 23.

Non-Payment Suit Filed Against Simmel in L. A.

SUIT charging non-payment for purchase of films and asking total of $15,350 was filed last Tuesday in Los Angeles Superior Court by Unique Pictures Inc. against Louis C. Simmel, Simmel-Meservey Co., subsidiary Simmel-Meservey Television Productions and Ideal Pictures Corp.

Plaintiff claims that on Sept. 6, 1951, defendants purchased five one-reel color 16 mm films for $1,000 each plus 25% of the monies derived from their exhibition. Suit, filed through Los Angeles attorney Gordon Stater, alleges no payment has been received and asks $5,000 original purchase price plus 7% interest and $10,000 damages.

Still pending is Los Angeles Superior Court suit, filed against Mr. Simmel and Simmel-Meservey Television Productions Nov. 23, 1953, by investor Arthur Nogeaus. Action seeks foreclosure on 18 quarter-hour tv films, based on two promissory notes signed by Mr. Simmel.

Total of $18,315 is due on the note for $26,000, signed Jan. 4, 1952, and guaranteed by *Ghost Towns of the West*, which was collectible July 3, 1953, at 4% interest. Total of $8,399 is due on the note for $10,000, signed Feb. 19, 1953, and secured by five quarter-hour films, which was collectible Aug. 18, 1953, at 4% interest.

UPA Plans More Tv Expansion

STEPHEN BOSUSTOW was re-elected president and chairman of the board of United Productions of America, Burbank, Calif., for his ninth term at the annual meeting of directors. He announced plans for further expansion in New York tv and commercial film field and disclosed that Don McCormick, manager of company's New York studio, had been promoted to vice president of UPA-New York. New board members seated at the meeting included George Bagnall, Ernest Scanlon, Richard Hungate and Pete Burness. Other officers re-elected by board were Robert Cannon, vice president; Charles Daggett, vice president in charge of public relations; T. Edward Hambleton, treasurer; Melvin Getzler, assistant treasurer, and M. Davis, secretary.

DISTRIBUTION

Toby Anguish Motion Picture Productions, Hollywood, will release this month 26 quarter-hour *Adventure Album* films, produced by Mr. Anguish, and 13 half-hour and 78 quarter-hour *Popular Science* films. The latter series is composed of **Paramount Pictures** short subjects which have been updated.

PRODUCTION

Handel Film Corp., Hollywood, has completed the first group of 13 quarter-hour films in *The Magic of the Atom* series, which is devoted to the peacetime application of atomic energy. Preparation of the second group of 13 films is underway with the continued technical assistance of the **U. S. Atomic Energy Commission** and the **Atomic Energy Project at UCLA,** according to producer **Leo A. Handel.**

Robert Lawrence Productions Inc., N. Y., has completed a series of tv film commercials for new frozen soups of Campbell Soup Co., Camden, N. J. Agency: Leo Burnett Co., Chicago.

Stacy Keach Productions, Hollywood, who is readying further production on *Trackdown,* half-hour true series on *Texas Rangers,* is preparing a second film series, *You Are the Judge.* Based on Los Angeles Superior Court cases, the series will be filmed with the cooperation of L. A. District Attorney **Ernest Roll,** according to Mr. Keach, who with **Budd Lesser** has completed the first script.

RANDOM SHOTS

Screen Gems, Hollywood, is completing "Sister Veronica," half-hour film in NBC-TV *Ford Theatre* in which **Irene Dunne** makes her dramatic tv film debut as a nun who is superintendent of a hospital. **Erna Lazarus** wrote the adaptation from a story by **Vivian Cosby,** in *The Ladies' Home Journal.*

Jack Denove Productions, Hollywood, moves to 7142 Sunset Blvd., that city. Included in move are **Jan Productions Inc.,** under which banner a pilot film of *It's the Bickersons* has been made, and **Tele-Animation Inc.** Firms, when shooting, will continue to use Goldwyn Studios.

Public Service Network Inc., Princeton, N. J., is a new company specializing in circulation of promotion films to tv stations for use in public service programs. Founder of company is **Sherman Price,** formerly vice president and director of distribution for **The Princeton Film Center.**

TV SPURS POSTWAR ECONOMY, DOESN'T HARM OTHER MEDIA

Jordan study of the postwar era, published by RETMA, shows statistically that television has not cut into leisure hours at the expense of other pasttimes. Additionally, it proves that other forms of entertainment and businesses have profited from the visual medium, with advertising of all kinds spiralling to new record heights.

TELEVISION, most spectacular of the new post-war industries, is guiding all business, advertising and entertainment to undreamed-of heights.

Whipping boy of a dozen industries, competitive and non-competitive, tv actually is being absorbed in stride by the nation without hurting other advertising media—including radio.

Although tv takes up several hours of the average viewer's day, most of these hours are new hours made possible by time-saving devices and techniques in home and industry. Tv is filling this new time vacuum.

Last year tv passed out of the novelty stage, sharply curtailing its inroads on leisure activities. Over half of homes now have receivers.

While riding along with the post-war expansion, tv and the general economy are benefiting as the American cycle feeds itself.

These findings emerge from the first major research project covering the five-year impact of tv on the nation's living habits. The project, fifth of a series of video studies, was completed last week by Jerry N. Jordan of Philadelphia. It was published by Radio-Electronics-Tv Mfrs. Assn.

The new survey documents the Jordan "novelty theory" by showing, industry by industry and sport by sport, how television passed out of the novelty stage in 1953.

It provides an exhaustive study of what has happened during the first five years of wide television ownership and what the future promises, according to a foreword by J. B. Elliott, RCA, chairman of the RETMA Sports Committee.

It also supports recent findings that radio is bigger than ever, despite tv, with sales of radio sets eclipsing video sales nearly everywhere. Radio set output in 1953 almost doubled tv production.

In essence, the Jordan study shows exactly how television has become a part of the nation's home life as well as its economy, and how the early shock of tv's entry into the family circle is soon dissipated. It demonstrates exactly how time-saving devices have created new leisure time.

"The initial 'harmful effects' of television have not continued," according to Mr. Jordan, experienced researcher and son of C. L. Jordan, executive vice president of N. W. Ayer & Son. "Radio, newspapers, magazines, books, concerts, track and harness racing, and professional football had the best year in their history.

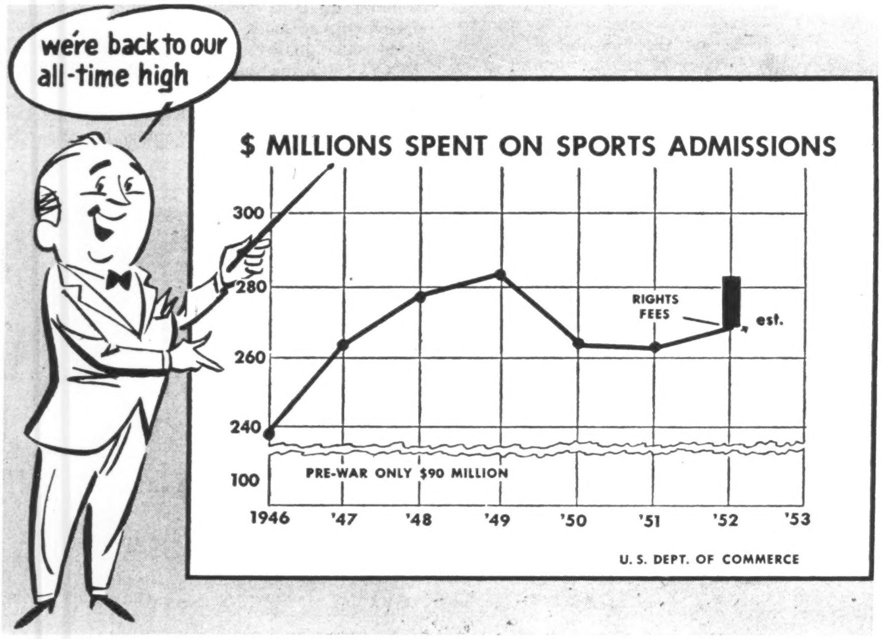
"Motion pictures, college football, basketball, boxing and others were climbing again after a temporary decline. Major and minor league baseball attendance dropped off 1.8% and 7.8% respectively.

"These are the activities to which people devote so much of their leisure time. These are the activities television was supposed to destroy, or at least curtail severely."

Answering the question, "What can you expect in the near future?" Mr. Jordan predicted:

- About 20 million black-and-white sets will be sold through 1957, bringing tv into almost every home.
- By 1957 color sets, with large screens and reasonably priced, may account for half of all tv sets being sold and possibly more. Black-and-white sets, of course, will not become ob-

Sports Return to Post-War Peak



solete. Color will make tv more alive than ever.

- There will be 750 to 1,000 tv stations operating in 1957.
- Theatre tv will probably grow steadily, if not spectacularly, though colorcasts of big events may speed up this expansion.
- Pay-as-you-see tv awaits FCC action, after which its acceptance will be up to the public.
- Local tv programming will grow just as it did in radio.
- Colorcasts will increase interest in sports and entertainment enormously, creating many more fans.
- More time and labor-saving devices will be developed, leading to a higher standard of living and increased time for a fuller life.
- Tv rights fees will "go beyond any expectation."

Post-War Blessings

And what are the post-war blessings that have given more away-from-work time for recreation, adding hours of fun to the 24-hour day? Mr. Jordan cited these post-war developments:

Vacuum Cleaners — Increased since the war from 13.7 to 26.4 million, saving two hours a week.

Electric Refrigerators — Increased from 19.9 to 39.4 million, saving one to two hours a week.

Washers—Increased from 17.3 to 34.2 million, saving five hours a week.

Dishwashers—Increased from zero to 1.4 million, saving five hours a week.

Prepared Foods — Billions of packages, saving 10 to 12 hours a week.

Deep Freezers—Increased from zero to 5.9 million, saving 3.5 hours a week.

The above time-savers center around the housewife's day but the man of the house, too, has done pretty well since the war, according to Mr. Jordan. He cites the following:

Average Work Week—Cut to 39.9 hours, leaving 76% of time for other things.

Labor-Saving Heaters—In 58% of dwellings, saving two to three hours per week.

Faster Transport—Air passenger miles up 400%, saving hours and days.

Telephones—Increased 26.8 to 50.3 million saving many hours.

Power Mowers, Tools—Increased 1,000%, saving many hours.

Homes With Electricity—Increased 28.4 to 43.6 million, saving many hours.

Add to these, Mr. Jordan suggests, 40 million autos, growth of shopping centers and many others, along with electronic research, and the American public has many new hours available for leisure activities.

Tv Grows With America

Tv's spectacular growth must be considered in its proper context, Mr. Jordan explains, having grown rapidly because other American industries have grown rapidly, too, making a time void that had to be filled. "That is the way America has always grown," he said, "expanding its economy and creating more room for new developments. . . . Such an economy can, and does, absorb new industries without disrupting old ones. And when this growth ceases, we have more to fear than the effect of television."

Mr. Jordan said good tv shows are "tough competition" as 50 million people watch *I Love Lucy* and 43 million watch a Sunday World Series telecast, at the same time knocking competing tv show ratings "for a loop."

"Television's effect exists because television itself exists," he continued. "The Pittsburgh baseball club, which has banned all tv, suffered one of the severest attendance losses in the majors."

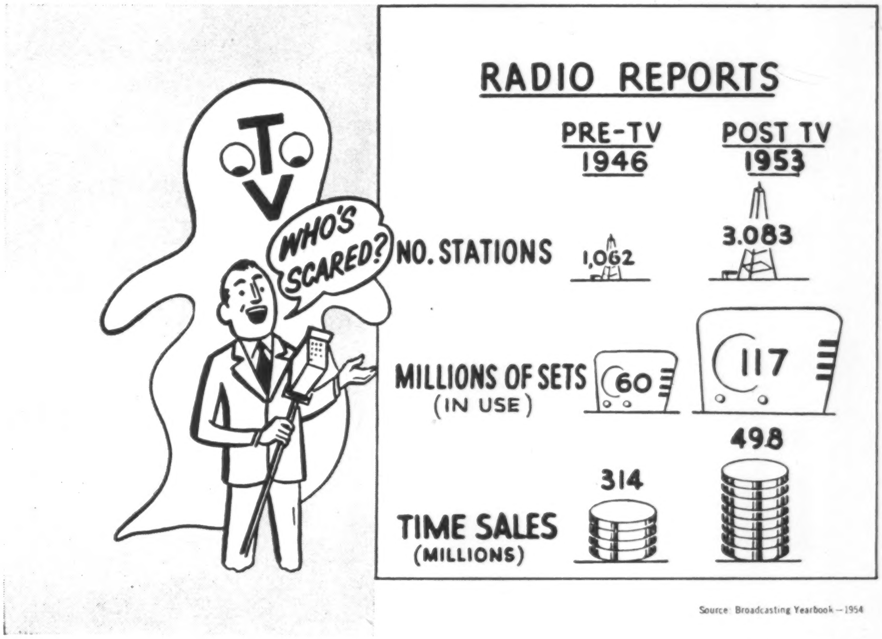
Lauding sports promoters in general for the way they have accepted tv, he said the medium "offers the greatest opportunity for promotion the entertainment business has ever known. If a baseball fan has to stay home, it is better to have him watching a baseball game on tv than watching a variety show."

The motion picture industry has felt tv, with two to three thousand old theatres closed in the last five years but at the same time it has built 4,000 new drive-ins, new techniques and box-office "blockbusters," Mr. Jordan said.

Television's "phenomenal advertising growth" from nothing to almost $700 million in seven years "has not come at the expense of any competing media," Mr. Jordan continued, citing McCann-Erickson comparisons. "Advertisers realize that the American people have interest in and time for all good media."

In a letter accompanying the Jordan survey, Glen McDaniel, RETMA president, said the Sports Committee will continue to help promote attendance at telecast sports events.

Radio—Liveliest Corpse in History



Source: Broadcasting Yearbook—1954

While U.S. Was Buying—and Watching—28 Million Tv Sets

THE Jerry Jordan survey shows these trends during the period of television's growth:

$11.7 billion spent in the recreation business in 1952 compared to $8.9 billion in 1946, up 31%.

Advertising has more than doubled.

Radio time sales up from $314 million in 1946 to $498 million in 1953, an all-time high (BROADCASTING YEARBOOK figures).

Politz study shows daily radio audience of 39.9 million, listening 115 million hours a day.

Newspaper circulation at all-time high of over 54 million copies daily; advertising up to record $2.5 billion.

Magazines tripled advertising volume in 10 years.

More books bought and borrowed than ever before (N. Y. *World Telegram*).

Phonograph record volume of 238 million records up 12% over 1952.

Tv is bringing the piano back to the living room, with more people taking piano lessons than ever before.

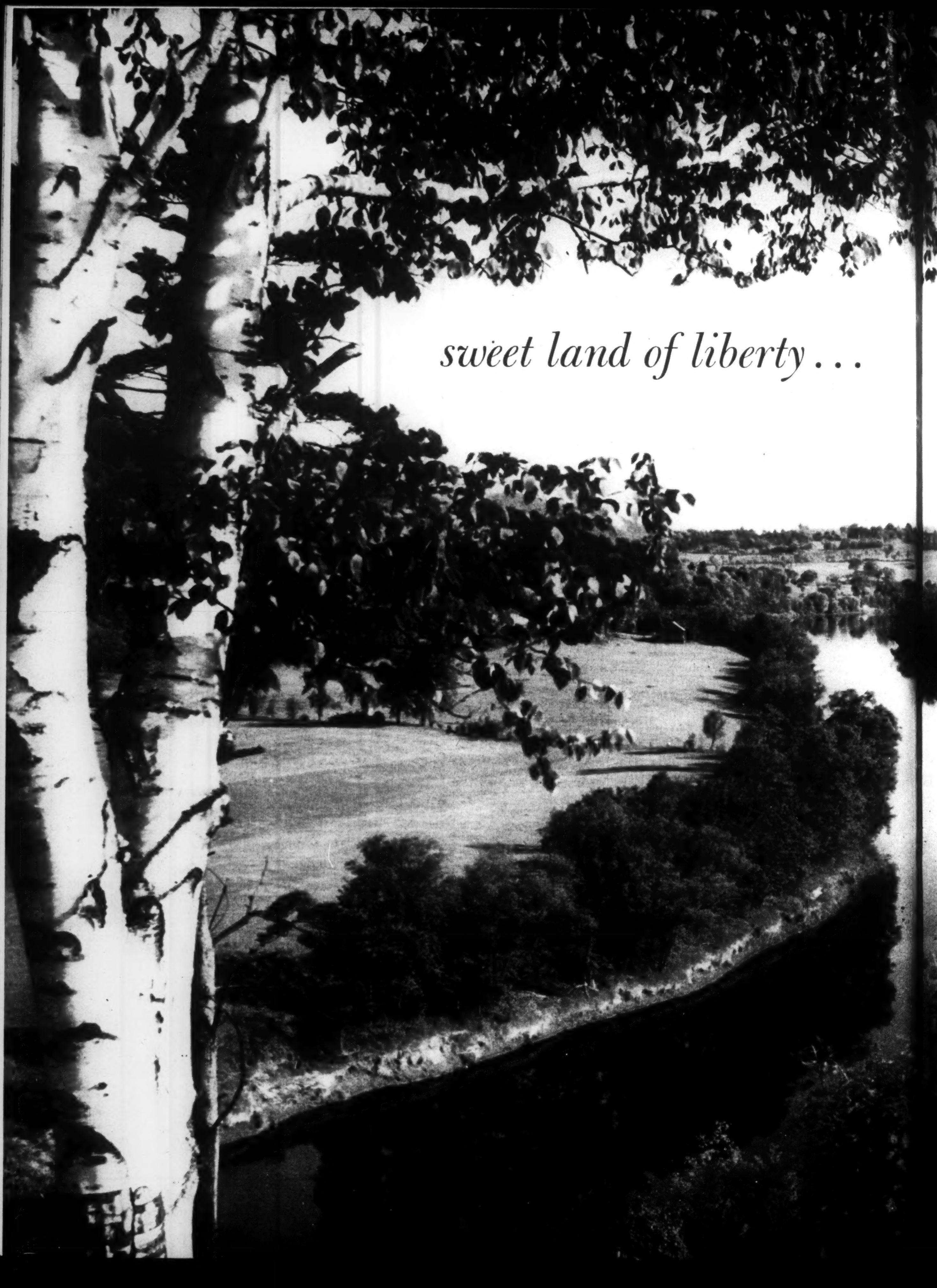
Between 30 and 35 million people a year attend operas, ballets and concerts (more than big league baseball and college football combined). Good music enjoying boom.

Good movies are drawing big gates; topflight stage shows are breaking records.

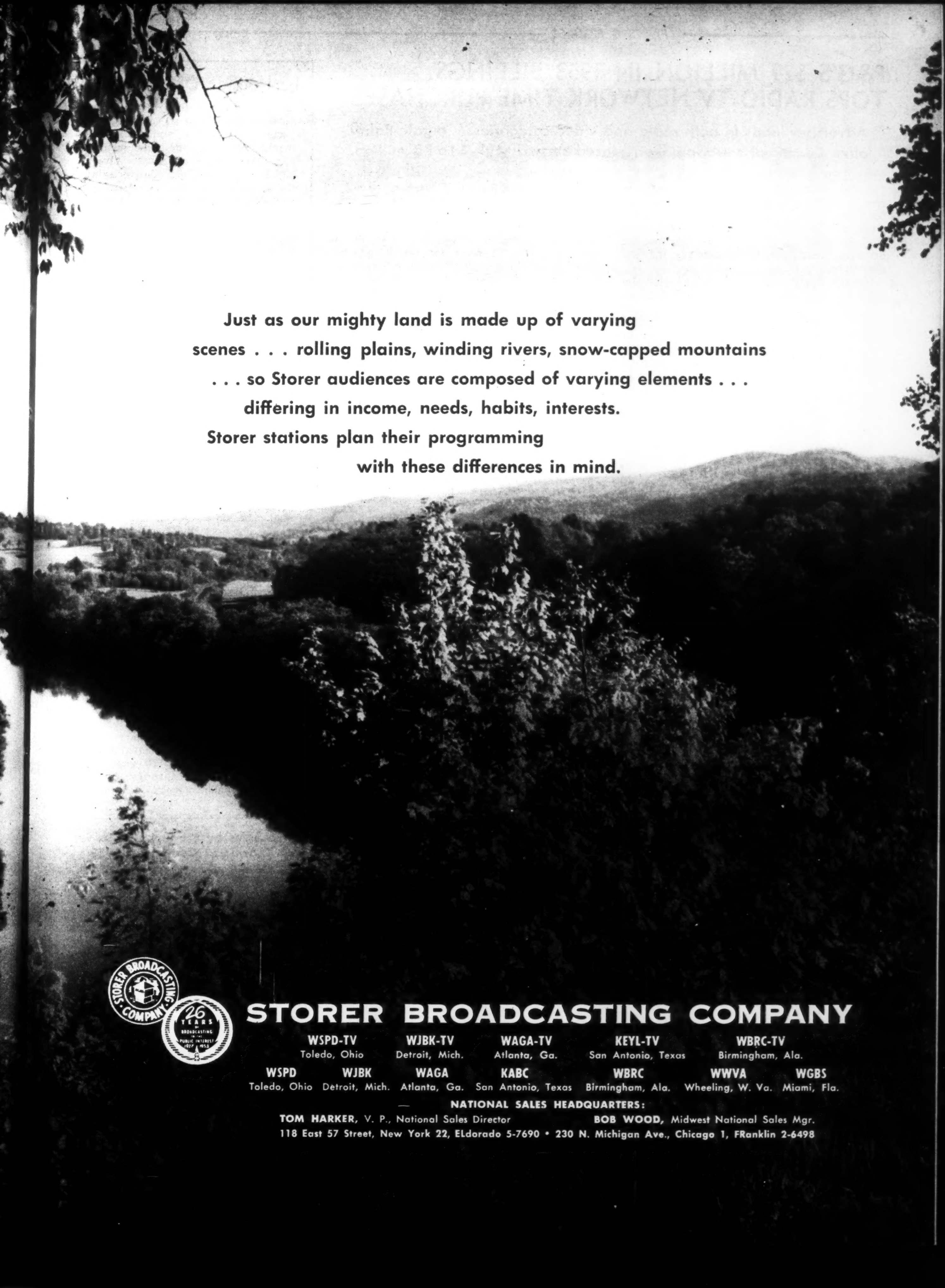
Rights fees for sports telecasts totaled $15 million in 1953.

Sports admissions climbed from 1951 low to $280 million post-war peak (pre-war only $90 million). Racing at new peak, gaining 5½ million admissions since 1949; big crowds at major sports spectacles; major-minor league baseball attendance down 2% to 8% last year, as racing goes up, but still 27% above 1939; pro football, widely telecast, had record year in 1953; college football reflects ups and downs in male students enrollment, with good attractions sell-outs and having big tv audiences; boxing gains new fans and rights fees totaled $5 million in 1953; professional basketball building wider fan interest by telecasts; wrestling, roller derby and others continue to enjoy tv-born prosperity.

McCann-Erickson survey shows total advertising volume in seven years has doubled, with tv accounting for only 15½% of gain. It lists totals spent in media advertising as follows: Newspapers up from $1.1 billion in 1946 to $2.6 billion in 1953; direct mail up from $334 million to $1,075 million; radio (total spent) from $496 million to $708 million; magazines from $426 million to $663 million; trade papers from $211 million to $399 million; outdoor from $86 million to $175 million. All this growth occurred while television was growing to $689 million a year (total spent).



sweet land of liberty . . .



Just as our mighty land is made up of varying
scenes . . . rolling plains, winding rivers, snow-capped mountains
. . . so Storer audiences are composed of varying elements . . .
differing in income, needs, habits, interests.
Storer stations plan their programming
with these differences in mind.

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
KEYL-TV San Antonio, Texas
WBRC-TV Birmingham, Ala.

WSPD Toledo, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
KABC San Antonio, Texas
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

P&G'S $29 MILLION IN 1953 BILLINGS TOPS RADIO-TV NETWORK TIME PURCHASES

Advertiser leads in both radio and video categories. Colgate-Palmolive Co., another soapmaker, placed second with $16.75 million.

PROCTER & GAMBLE Co. was the best customer of the broadcast networks last year, spending more than $29 million (at gross rates) for time on the radio and tv networks during 1953, according to a B•T compilation from the records of individual network program time purchases maintained by Publishers Information Bureau.

Another soap manufacturer, Colgate-Palmolive Co., ranked second in network time purchases for the year, aggregating just over $16.75 million (gross) for the 12 months of 1953. List of the top 10 broadcast network sponsors during the year appears below, followed by the 10 leading purchasers of time on the radio networks and by a similar list for the tv networks.

It is noteworthy that the combined list and the tv list both include the same 10 companies, whereas only seven of radio's top 10 make the combined list of honor. It also is noteworthy that P&G heads both the radio and tv lists as well as the one for both types of network.

The other tables show the top 10 advertisers for December for the radio and tv networks, and breakdowns of the total time purchases made by members of each product group in December and during the full year, 1953 compared to 1952, for both radio and tv networks.

Comparison of the top 10 lists for December with those for the year reveals that for both radio and tv networks, nine of the 10 names are the same for the month and year. Swift & Co. is included in radio's December top 10 and not in the 12-month list, which included General Mills, not on the December list. Similarly for the tv network clients, General Electric Co. is in the December list but not in that for the year, while Lever Brothers, on the yearlong top 10 roster, did not reach that rank in December.

* * *

Top Ten Radio-Tv Network Clients in 1953

1	Procter & Gamble Co.	$29,131,992
2	Colgate-Palmolive Co.	16,769,166
3	General Foods Corp.	13,264,892
4	Gillette Co.	12,407,622
5	R. J. Reynolds Tobacco Co.	12,309,614
6	Lever Brothers Co.	10,593,340
7	Liggett & Myers Tobacco Co.	10,583,258
8	General Motors Corp.	10,459,141
9	General Mills	10,175,428
10	American Tobacco Co.	9,727,228

Top Ten Radio Network Clients in 1953

1	Procter & Gamble Co.	$14,341,931
2	Miles Labs.	7,450,604
3	General Foods Corp.	6,790,739
4	Sterling Drug	5,955,302
5	Gillette Co.	5,803,114
6	Colgate-Palmolive Co.	5,614,721
7	Lever Brothers Co.	4,999,197
8	General Mills	4,627,955
9	American Home Products Corp.	4,393,477
10	Liggett & Myers Tobacco Co.	4,374,014

Top Ten Tv Network Clients in 1953

1	Procter & Gamble Co.	$14,790,061
2	Colgate-Palmolive Co.	11,154,445
3	R. J. Reynolds Tobacco Co.	9,053,338
4	General Motors Corp.	7,867,628
5	American Tobacco Co.	7,289,961
6	Gillette Co.	6,604,508
7	General Foods Corp.	6,474,153
8	Liggett & Myers Tobacco Co.	6,209,244
9	Lever Brothers Co.	5,594,143
10	General Mills	5,547,473

Top Ten Radio Network Advertisers in December 1953

1	Procter & Gamble Co.	$1,211,127
2	Miles Labs.	692,898
3	Sterling Drug	587,528
4	General Foods Corp.	581,393
5	Gillette Co.	559,746
6	Colgate-Palmolive Co.	528,399
7	Liggett & Myers Tobacco Co.	441,941
8	American Home Products Corp.	436,927
9	Lever Brothers Co.	403,865
10	Swift & Co.	307,231

Top Ten Tv Network Advertisers During December 1953

1	Procter & Gamble Co.	$1,392,716
2	Colgate-Palmolive Co.	1,043,070
3	General Motors Corp.	927,040
4	R. J. Reynolds Tobacco Co.	901,648
5	American Tobacco Co.	691,389
6	Liggett & Myers Tobacco Co.	624,537
7	General Foods Corp.	594,856
8	General Electric Corp.	546,114
9	General Mills	542,279
10	Gillette Co.	540,559

Gross Radio Network Time Sales by Product Groups for December and the Full Year 1953 Compared to 1952

	December 1953	Full Year 1953	December 1952	Full Year 1952
Agriculture & Farming	$ 92,188	$ 1,185,824	$ 64,557	$ 754,765
Apparel, Footwear & Access.	109,955	1,222,782	78,986	420,187
Automotive, Auto. Access. & Equip.	895,699	8,025,398	521,714	4,376,300
Beer, Wines & Liquor	205,702	1,895,798	237,454	2,203,316
Building Materials, Equip. & Fixtures	136,024	1,557,965	74,304	1,023,408
Confectionery & Soft Drinks	215,901	3,012,255	337,318	5,296,820
Consumer Services	223,793	2,392,750	223,928	2,264,301
Drugs & Remedies	1,894,643	21,125,242	2,015,042	21,029,955
Entertainment & Amusements	....	8,936	....	6,090
Food & Food Products	3,040,095	35,125,576	3,451,668	36,833,737
Gasoline, Lubricants & Other Fuels	539,273	4,960,230	446,187	5,179,888
Horticulture	....	107,324	935	114,085
Household Equipment & Supplies	374,850	6,494,710	759,201	6,561,099
Household Furnishings	15,846	1,651,862	143,104	1,435,115
Industrial Materials	76,053	994,342	237,518	2,114,852
Insurance	205,721	2,242,145	253,574	3,335,753
Jewelry, Optical Goods & Cameras	143,176	1,112,890	128,896	1,006,903
Office Equipment, Writing Supplies & Stationery	104,440	701,139	66,530	642,675
Political	....	779	....	1,700,596
Publishing & Media	47,317	297,075	19,130	536,884
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	268,268	2,488,712	189,741	2,876,575
Retail Stores & Direct by Mail	1,236	15,759	2,436	33,234
Smoking Materials	1,353,228	15,007,937	1,321,704	15,959,995
Soaps, Cleansers & Polishes	1,481,537	15,890,407	1,587,544	18,352,951
Sporting Goods & Toys	44,015	129,380	....	83,427
Toiletries & Toilet Goods	2,039,982	26,028,032	2,263,390	23,215,160
Transportation	63,228	823,111	78,488	883,426
Miscellaneous	612,612	6,036,184	421,700	5,148,995
TOTAL	$14,184,782	$160,534,544	$14,925,099	$163,453,466

Gross Tv Network Time Sales by Product Groups for December and Full Year 1953 Compared 1952

	December 1953	Full Year 1953	December 1952	Full Year 1952
Agriculture & Farming	$..........	$ 4,303	$ 25,738	$ 25,738
Apparel, Footwear & Access.	323,833	2,832,399	224,008	2,985,411
Automotive, Auto. Access & Equip.	2,147,125	21,059,028	1,377,833	15,464,800
Beer, Wine & Liquor	845,924	5,727,087	586,284	5,649,525
Bldg. Materials, Equip. & Fixtures	61,430	332,577	9,255	448,889
Confectionery & Soft Drinks	620,667	5,609,749	474,496	5,042,282
Consumer Services	52,974	603,093	22,056	328,884
Drugs & Remedies	1,187,615	9,640,633	820,659	6,102,734
Entertainment & Amusements	....	11,428	4,990	8,865
Food & Food Products	4,693,463	42,181,919	3,255,533	33,806,938
Gasoline, Lubricants & Other Fuels	229,422	2,861,330	322,426	3,613,094
Horticulture	....	6,113	....	12,370
Household Equipment & Supplies	2,476,441	19,946,095	1,048,558	11,460,099
Household Furnishings	314,068	2,937,573	249,064	2,327,885
Industrial Materials	500,334	4,370,238	381,716	3,924,505
Insurance	135,894	1,451,891	114,838	605,061
Jewelry, Optical Goods & Cameras	453,291	3,154,011	313,741	2,401,070
Office Equipment, Stationery & Writing Supplies	371,126	1,878,081	172,395	1,501,630
Political	....	5,790	....	1,448,092
Publishing & Media	....	245,327	98,732	849,540
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	652,302	4,324,913	359,620	5,681,761
Retail Stores & Direct by Mail	....	23,185	....	915,842
Smoking Materials	3,545,762	36,060,199	2,776,847	28,430,197
Soaps, Cleansers & Polishes	2,305,978	22,907,419	2,093,326	21,004,194
Sporting Goods & Toys	94,446	193,847	32,796	85,899
Toiletries & Toilet Goods	3,370,944	36,338,809	2,550,559	24,803,774
Transportation	90,969	583,668	....	....
Miscellaneous	207,799	2,294,961	146,746	1,865,701
TOTAL	$24,681,607	$227,585,656	$17,462,216	$180,794,780

Hooper Observations

"CURRENTLY, the most important business statistic in all advertising is an accurate broadcast audience measurement. No field offers an opportunity for effective, economical advertising which compares with broadcasting—if the advertiser has accurate factual guides. In no field can failure be more devastating faster than in broadcasting if the alleged facts misdirect. And my reference is to both radio and television."—C. E. Hooper, in an address Thursday to the Alpha Delta Sigma Alumni Assn. of Greater New York.

TelePulse Plans to Boost Size of Market Samples

SAMPLE size of TelePulse surveys is being increased in a number of markets, providing more refined information at no additional cost to subcribers, Dr. Sydney Roslow, Pulse director, announced last week. Involved is doubling of "cluster points," which Dr. Roslow explained as the places in an area where interviewers are sent by Pulse to do monthly questioning.

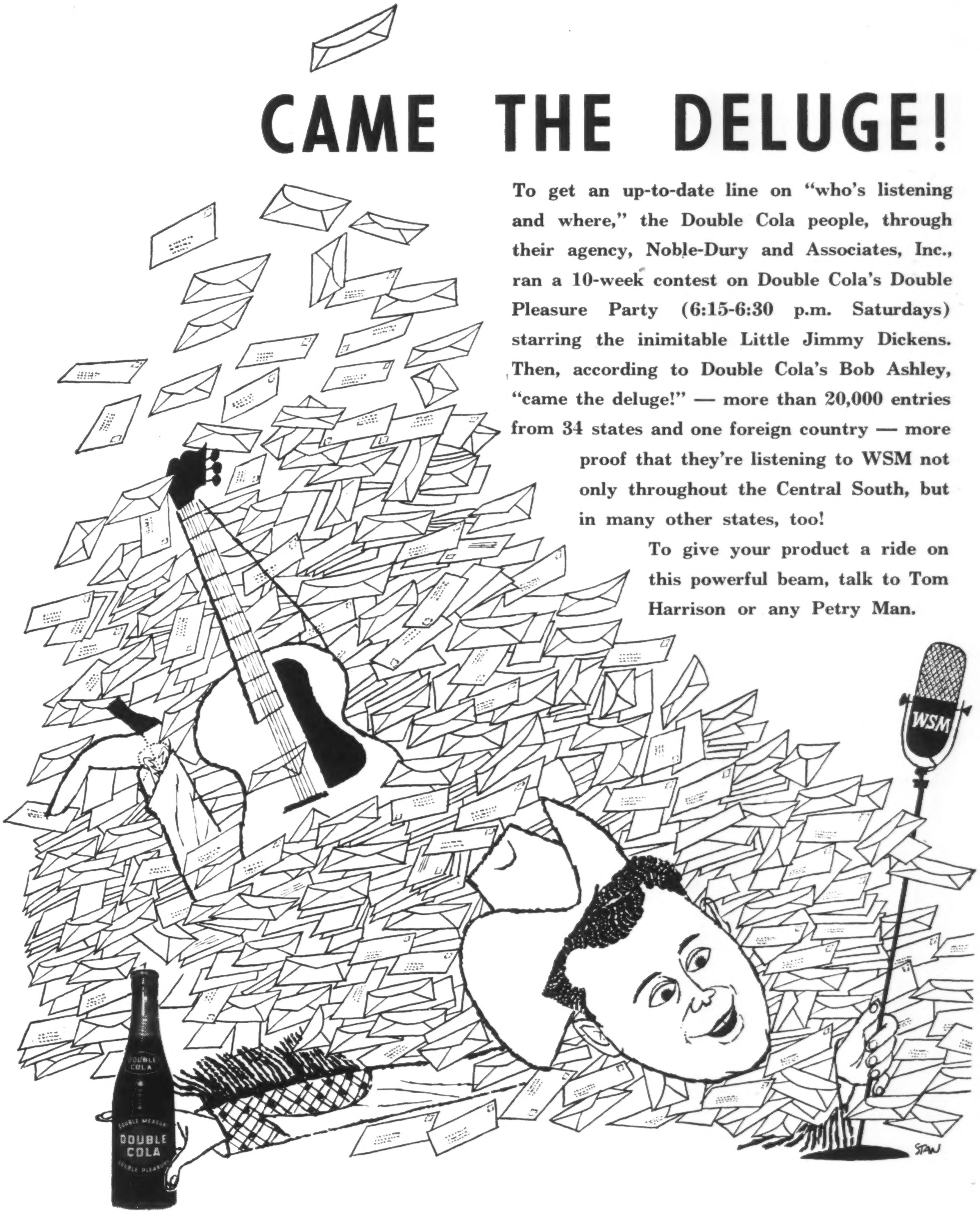
He announced that starting this month the TelePulse samples in Chicago, Philadelphia and Washington will be raised 20%, bringing them to the same level as New York and Los Angeles. At the same time, the number of interviews in Dallas and Fort Worth will be increased by one-third, he said.

'Friends' Out of Top Ratings, But Godfrey Strong Elsewhere

CBS' Arthur Godfrey, whose fondness for humility is well known, last week had what for many a radio-tv star might be regarded as a humiliating experience.

Nielsen Ratings for the two-week period ending Jan. 9 showed *Godfrey & His Friends* missing from tv's top 10. But CBS authorities tended to discount the drop, felt it did not reflect reaction to the Julius La Rosa firing or the Teterborough (N. J.) airport incident. *Godfrey & Friends,* it was pointed out, also had been out of Nielsen's top 10 since November. Moreover, last week's listings showed other Godfrey segments entrenched in three of the top 10.

CAME THE DELUGE!



To get an up-to-date line on "who's listening and where," the Double Cola people, through their agency, Noble-Dury and Associates, Inc., ran a 10-week contest on Double Cola's Double Pleasure Party (6:15-6:30 p.m. Saturdays) starring the inimitable Little Jimmy Dickens. Then, according to Double Cola's Bob Ashley, "came the deluge!" — more than 20,000 entries from 34 states and one foreign country — more proof that they're listening to WSM not only throughout the Central South, but in many other states, too!

To give your product a ride on this powerful beam, talk to Tom Harrison or any Petry Man.

WSM

Nashville • Clear Channel • 50,000 Watts

28.5 Million Tv Sets Sent Dealers 1946-53

SET manufacturers shipped 28,468,818 tv receivers to dealers in the United States from 1946 through 1953, according to Radio-Electronics-Tv Mfrs. Assn. Another 45,308 sets went to Hawaii and 2,330 to Alaska during 1953, only year reports are available for these possessions.

RETMA said over 62% of receiver shipments were concentrated in eight states.

Manufacturers shipped 7,243,073 radios to dealers in 1953 compared to 7,066,794 in 1952, the association said. This figure does not include automobile sets.

Shipments for the 1946-53 period:

State	Total	State	Total
Ala.	252,860	Nebr.	203,433
Ariz.	88,940	Nev.	12,064
Ark.	87,670	N. H.	85,966
Calif.	2,611,984	N. J.	1,462,698
Colo.	172,027	N. M.	42,281
Conn.	540,026	N. Y.	4,100,448
Del.	92,885	N. C.	378,770
D. C.	303,279	N. D.	22,178
Fla.	337,897	Ohio	2,236,969
Ga.	398,558	Okla.	310,388
Idaho	28,616	Ore.	133,563
Ill.	2,048,620	Pa.	2,647,072
Ind.	812,578	R. I.	205,525
Iowa	407,832	S. C.	125,577
Kan.	191,037	S. D.	24,744
Ky.	333,367	Tenn.	309,091
La.	245,015	Tex.	986,598
Maine	83,343	Utah	128,374
Md.	546,100	Vt.	26,298
Mass.	1,257,588	Va.	434,166
Mich.	1,386,542	Wash.	366,311
Minn.	428,080	W. Va.	216,998
Miss.	87,712	Wyo.	7,123
Mo.	714,062		
Mont.	12,808	Grand Total	28,468,818

Shipments of radio sets (auto sets not included) to dealers by states for the 12 months of 1953 follow:

State	Total	State	Total
Ala.	91,592	Nebr.	49,806
Ariz.	34,710	Nev.	9,278
Ark.	52,969	N. H.	19,225
Calif.	609,150	N. J.	271,332
Colo.	52,313	N. M.	24,728
Conn.	100,840	N. Y.	960,139
Del.	22,246	N. C.	149,194
D. C.	80,216	N. D.	21,438
Fla.	156,071	Ohio	460,936
Ga.	132,097	Okla.	75,351
Idaho	16,021	Ore.	56,500
Ill.	562,751	Pa.	563,553
Ind.	169,487	R. I.	42,477
Iowa	86,359	S. C.	58,517
Kan.	73,993	S. D.	22,719
Ky.	99,647	Tenn.	116,859
La.	105,742	Tex.	320,990
Maine	34,591	Utah	23,371
Md.	107,774	Vt.	15,797
Mass.	232,577	Va.	115,667
Mich.	347,308	Wash.	103,316
Minn.	109,956	W. Va.	60,785
Miss.	54,661	Wis.	146,751
Mo.	183,696	Wyo.	11,598
Mont.	25,619	Grand Total	7,243,073

Tv Popularity Costs, But It's Worth It—Nielsen

THE MOST POPULAR tv programs are, as might be expected, the most expensive, but they are worth the cost, according to an analysis of September-October telecasts made by A. C. Nielsen Co., which shows them reaching homes at a lower cost per thousand than the less popular shows.

The 18 programs reaching more than seven million homes have an average cost of $48,900 for time and talent, but their average cost per thousand is only $5.27, the Nielsen statisticians found.

Other findings: The average half-hour evening radio show costs less per thousand than its tv counterpart, $6.73 to $7.81, but the tv show with the lowest cost per thousand ($3.15) beat radio's lowest ($3.46).

In daytime tv, dramatic serials had the lowest cost per thousand ($3.98); in the evening, mysteries held low position ($6.11).

NARTB'S TV CODE BEGINS THIRD YEAR, DRAWS SUPPORT, PRAISE FROM LEADERS

Fetzer reports vast self-regulation is in effect, with many of nation's prominent officials and business leaders lauding the NARTB Code.

SELF-REGULATION of tv program and advertising standards has drawn "splendid support" from stations and networks and is gaining increasing recognition from the public, government representatives and business leaders, John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Television Code Review Board, said on the eve of the code's second anniversary today (Monday).

"Our third year will find further accomplishment," Mr. Fetzer said, adding that many prominent officials and business leaders have made laudatory statements about the two-year enforcement program.

NARTB President Harold E. Fellows said the code "starts its third year on firm footing due to the patience and work of the review board and, likewise, to the voluntary response of the broadcasting industry." He said the growth in code subscriptions "is running better than 100% over the first year and many new stations are adopting the code before they put a signal on the air. This is testimony to the conscientiousness with which network and station management views its public responsibility and evidence of the code's acceptance as a mark of good standing in television communities."

Edward H. Bronson, director of television code affairs, has spent over a third of his time in the field, meeting with station and network officials. A code bulletin is issued each month to subscribers. Practically all subscribing stations have staff machinery to assume the responsibility of code adherence. Monitoring activity has been increased.

Rejected Copy

In the two-year period, subscribers have rejected or caused revision in a number of home-freezer commercials which seemed to misrepresent means of payment and economies, according to NARTB. Beer and deodorant sequences which might have been in poor taste were deleted along with misleading copy covering such phrases as "wholesale," "free," and "limited time offer."

Major code achievements nationally were described as including: Citation of the code as an achievement in self-regulation by the Harris Committee, House of Representatives; establishment of a set of practices in regard to use of physicians, dentists and nurses in tv advertising which met the desires of professional medical groups; a pronounced shift in the timing of programs involving mystery and crime to avoid hours when most children are viewing; general heightening of caution in regard to the costuming of television performers; and a broadened public appreciation of the constantly-improving quality of television programming plus mounting recognition of the code board as the logical group to handle inquiries.

The code was revised by the NARTB Television Board at the January meeting [B•T, Jan. 25]. The new document will be distributed in a few days.

Comments on self-regulation and the code include these excerpts:

Sen. John W. Bricker (R-Ohio), chairman of Senate Interstate & Foreign Commerce Committee—"This is a fine example of recognition of public responsibility upon the part of television broadcasters."

Rep. Charles A. Wolverton (R-N. J.), chairman of House Interstate & Foreign Commerce Committee—"I am confident that your industry will continue to prefer self-regulation to government regulation."

FCC Chairman Rosel H. Hyde—"The Television Code marks a significant step forward in the process of voluntary self-regulation on the part of the industry. It can be a great instrument to meet the expanding needs of a dynamic medium."

Richard L. Bowditch, president, U. S. Chamber of Commerce—"American business leaders compliment the television industry on the forthright steps it is taking to see that this medium maintains the highest possible moral and ethical standards."

Frederic R. Gamble, president, American Assn. of Advertising Agencies—"Advertising agencies subscribed fully to the need for the Code. It is good to have it—and fine that it has been strengthened in recent weeks. Now all of us have the responsibility to live up to it—advertisers, advertising agencies and broadcasters."

Dr. George F. Lull, secretary and general manager, American Medical Assn.—"Your code is now well established as the criterion by which the medical profession can verify the good faith of television stations."

Rev. Clayton T. Griswold, chairman, Broadcasting & Film Commission, National Council of Churches — "Protestant church members throughout America regard the code seal of approval as evidence of the conscientiousness and fairness of television stations in relation to programming which involves religion and moral issues."

Martin H. Work, executive secretary, National Council of Catholic Men—"The very existence of this code, to say nothing of the television industry's persevering application of it these past two years, is a real tribute to their sense of responsibility for the public welfare."

MOORE IS NARTB DIST. 4 DIRECTOR

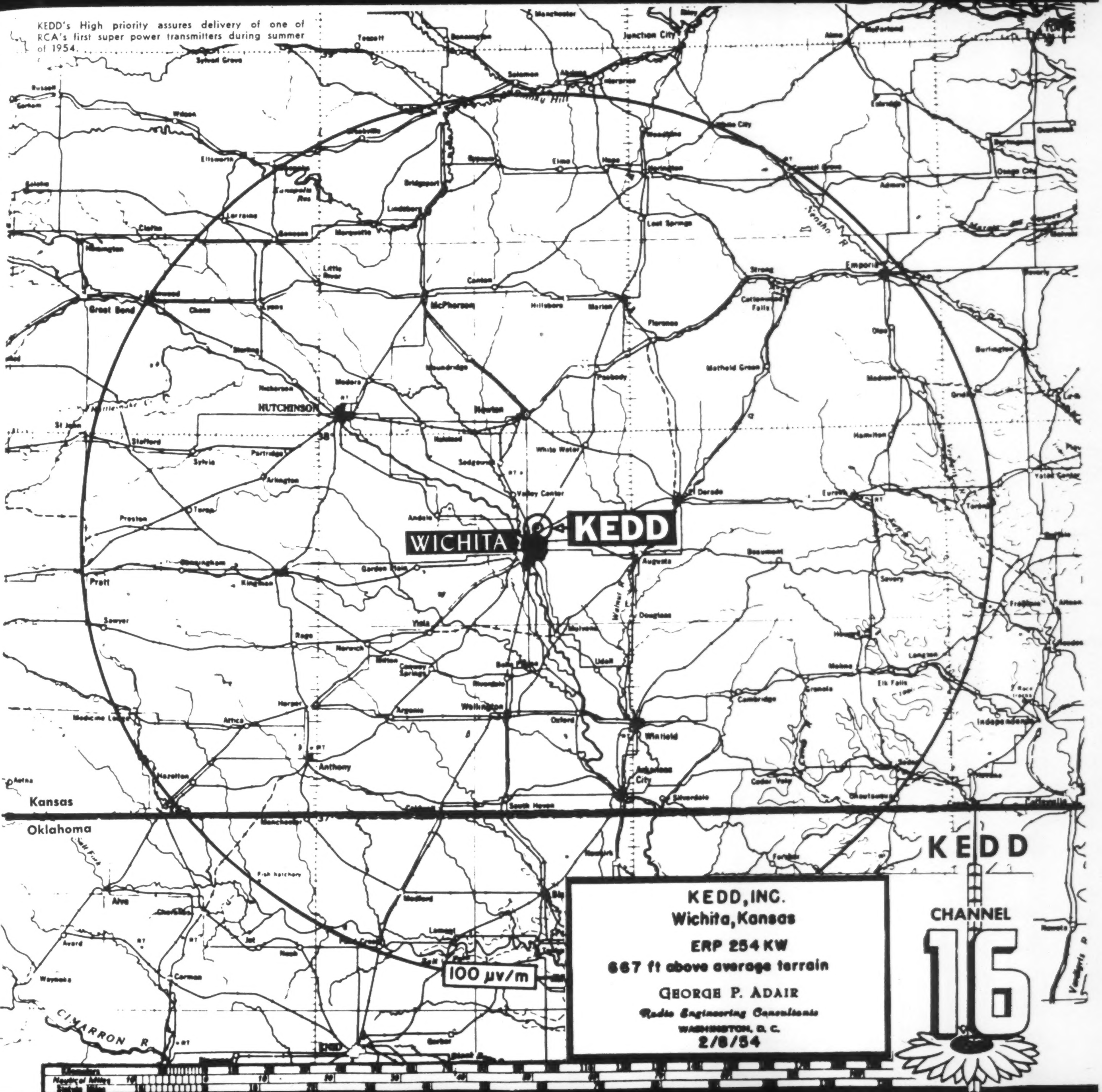
JAMES H. MOORE, executive vice president and treasurer of the Shenandoah Life Stations (WSLS-AM-TV Roanoke, Va.), last week was automatically elected to represent District 4 (N. C., S. C., Va., D. C.) on the NARTB Board of Directors. He takes office at the annual NARTB convention during the week of May 23, succeeding Harold Essex, WSJS Winston-Salem, N. C., ineligible to run again.

MR. MOORE

Mr. Moore was one of the three District 4 nominees who received five or more votes in the recent nominations [B•T, Feb. 22]. Richard H. Mason, WPTF Raleigh, N. C., announced last week he was withdrawing from the election. J. Frank Jarman, WDNC Durham, N. C., nominated for medium station

Coming Soon! TO **KEDD** WICHITA

254,000 WATTS • HIGHEST POWER *in* KANSAS



KEDD's High priority assures delivery of one of RCA's first super power transmitters during summer of 1954.

KEDD, INC.
Wichita, Kansas
ERP 254 KW
667 ft above average terrain
GEORGE P. ADAIR
Radio Engineering Consultants
WASHINGTON, D. C.
2/8/54

WICHITA
KEDD
HUTCHINSON
Kansas
Oklahoma
100 µv/m
KEDD
CHANNEL
16

REPRESENTED BY

Edward Petry & Co., Inc.

INTERCONNECTED

NBC • ABC

TELEVISION NETWORKS

MORE TO BE SEEN
ON CHANNEL
16

STANLEY H. DURWOOD
President

The Basic Benefit

Select these Stations for SPOT RADIO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000

• • • • • • • • • • • •

WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000

• • • • • • • • • • • •

KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	ABC	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

# of SPOT RADIO

5 "Choice of Audiences– The Ones You Want"

by JAMES M. WADE
Manager, Atlanta Office

We have no doubt (and you probably don't, either) that some men do buy foods, soaps, etc. — that some women buy pipe tobacco — that some city men buy farm implements. Etc. But if you were selling tractors (say) we'll bet you'd want a really rural audience for your advertising efforts, and a *male* audience at that.

"Choice of audience" is certainly the most fundamental requirement in any selling effort.

Spot Broadcasting, more than any other mass medium, permits you to *select your audience* — to reach the people you want most to reach, with a minimum of waste. You select the markets, the time, the programs, the stations that are logical for *your* prospects.

Spot Radio is "beamed radio" as contrasted with "umbrella radio". It is *efficient* radio, and it costs less than any other mass medium you can use.

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING

FREE & PETERS
INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO director-at-large and District 4 director, decided to run in the medium category. District 4 has the second largest membership of the 17 regions.

NARTB's charter and by-laws contain no provision for write-in balloting in board elections. Consequently the requirement that two nominees be named for each post was satisfied when Messrs. Moore, Mason and Jarman each received five or more votes, according to NARTB.

Mr. Moore joined WSLS in 1940 as manager, having previously been assistant manager at WLVA Lynchburg, Va. He was born Jan. 7, 1903, in North Wilkesboro, N. C., receiving his education at Appalachian State Teachers College and Cincinnati Conservatory of Music. After studying voice in Washington and New York he sang professionally eight years. He entered radio at WOL Washington over two decades ago, moving in 1930 to Dixie Network, Charlotte, N. C., where he sang under several names. He sang for Texas stations in 1932, joining WLVA in 1933 as an announcer.

He is director of BAB; past president of Virginia Assn. of Broadcasters; served as an OWI radio consultant during the war; holds many civic posts in Roanoke. He has served on NARTB committees.

NARTB headquarters announced the following decisions by nominees in addition to those of Messrs. Mason and Jarman:

Sam W. Anderson, KFFA Helena, Ark., to run as District 6 director, rejecting medium.

Paul R. Bartlett, KFRE Fresno, Calif., declined fm nomination.

H Quenton Cox, KGW-AM-FM Portland, Ore., to run in fm class, rejecting medium.

Simon Goldman, WJTN-AM-FM Jamestown, N. Y., to run in fm class, rejecting small.

Michael R. Hanna, WHCU-AM-FM Ithaca, N. Y., to run for re-election in fm class, rejecting medium.

Rex Howell, KFXJ Grand Junction, Colo., to run for District 14 post, rejecting medium.

Albert D. Johnson, KOY Phoenix, to run for re-election in District 16, rejecting medium.

Merrill Lindsay, WSOY-AM-FM Decatur, Ill., to run in fm class, rejecting small.

Robert T. Mason, WMRN-AM-FM Marion, Ohio, to run in small class, rejecting fm.

Ben B. Sanders, KICD Spencer, Iowa, to run in small class, rejecting District 10.

E. C. Sowell, WLAC Nashville, declined to run in District 6.

E. R. Vadeboncoeur, WSYR-AM-FM Syracuse, N. Y., to run for re-election in District 2, rejecting medium and fm.

Walter E. Wagstaff, KIDO Boise, Idaho, to run in District 14, rejecting medium.

Edwin K. Wheeler, WWJ-AM-FM Detroit, to run in medium class, rejecting fm.

Arkansas Broadcasters Set Meet March 28-30

ARKANSAS Broadcasters Assn., meeting March 28-30 at the Albert Pike Hotel, Little Rock, will incorporate the March 29 BMI Program Clinic into its activities.

ABA speakers this year, according to W. V. Hutt, KLRA Little Rock, president of the association, will include Sidney M. Brooks, Sidney M. Brooks Advertising, Little Rock; David R. Milsten, western counsel, SESAC; Weldon Stamps, general manager, KSFA-AM-TV Ft. Smith; Tom Dillahunty, KOSY Texarkana, and W. N. McKinney, KELD El Dorado.

Speakers at the BMI clinic, according to Glenn Dolberg, BMI station relations vice president, will be William F. Rippetoe, general manager, WBOW Terre Haute, Ind.; Marvin Hult, program director, WMBD Peoria, Ill.; Charles Crabtree, co-manager, KOIL Omaha, Neb.; Harlan Judkins, KFPW Fort Smith, Ark., and Mrs. Mescal Johnston, woman's service director, KLRA Little Rock.

"EMMY" AWARD of Academy of Television Arts & Sciences for NTSC color tv work is presented in New York to Dr. W. R. G. Baker (r), General Electric Co. vice president and NTSC chairman, by H. L. Hoffman, head of Hoffman Radio Corp., and RETMA director. Mr. Hoffman had accepted the award in Los Angeles on Dr. Baker's behalf.

RADIO, TV LAG IN BANK SURVEY

BANKS offer a scarcely-scratched field for the enterprising radio or tv salesman, according to a survey of the advertising plans of the 14,130 commercial banks in the nation for 1954, made by the advertising department of American Bankers Assn. They comprise a market worth going after, for ABA reported that this year bank advertising of all forms will aggregate some $68 million, a new high that will top the 1953 total by about $7 million.

The 3,302 banks participating in the survey rank radio fifth among all advertising media, with only a third of the total—1,130—reporting plans to use radio this year. Tv ranks tenth, and last, with only 180 banks saying they expect to use tv advertising in 1954. Tv is on the upgrade, however, ABA noting that "while television still occupies tenth position, the number of banks reporting use of this medium in 1954 has more than doubled since last year."

Newspapers are the favorite advertising medium of banks, according to the survey, with 2,960—89.6% of all reporting—planning to use them this year. Direct mail ranks second (2,792), window and lobby displays third (2,188), calendars fourth (1,925), then radio.

TAB Meets April 23

TEXAS Assn. of Broadcasters will meet April 23 at the Adolphus Hotel, Dallas, with NARTB President Harold E. Fellows as luncheon speaker. Jeff Williams, Oklahoma humorist, will be the dinner speaker. Wives of delegates will be entertained at a luncheon-style show at the Nieman-Marcus store.

PRINTED COLOR ADS WORTH HIGH COSTS

H. M. Beville Jr., NBC research and planning director, tells American Marketing Assn. that published color ads come high but are worth the cost. This should set precedent for tv, he says.

COLOR advertising in magazines and newspapers costs more than black-and-white but it's worth it, H. M. Beville Jr., NBC director of research and planning, told a luncheon meeting of the American Marketing Assn. in New York on Thursday. And there's every indication that this fact constitutes a good precedent for color television, he stated.

Mr. Beville was part of a three-man panel that answered questions concerning the advertising and marketing, technical and programming aspects of color tv, asked by the meeting's chairman, Donald B. Armstrong Jr., vice president and research director, McCann-Erickson. Other panelists were Robert Shelby, NBC director of color tv systems development, and Barry Wood, executive producer in charge of color coordination for NBC. [For detailed article on color tv production, see page 59.]

Magazines charge on the average a 41% premium for color over black-and-white advertising, an analysis of 18 leading magazines showed, Mr. Beville reported, with a variation for individual magazines from 35% to 50%. Starch reports on advertising noted by magazine readers, he said, indicate that color ads get noted by just about 40% more readers than do black-and-white ads, justifying their increased cost.

Added cost for color in Sunday supplements averages 20% to 25% above black-and-white, Mr. Beville said, with increases noted for color ads in these supplements running 25% to 50% above black-and-white. As to color in daily papers, Mr. Beville cited a survey made by the *Milwaukee Journal* which showed the four-color pages getting 50% more readership by women and three times as much by men as black-and-white pages.

NBC Studying Costs

What color will cost the tv network program sponsor is being carefully studied by NBC, with cost records kept on each commercial program that is colorcast and compared with those for a black-and-white telecast of the same program, Mr. Wood reported. Figures are now being compiled by the network's auditors and will be available shortly to advertisers and agencies, he said. "I can't tell you how much more color will cost the tv advertiser," he said, "but whatever it is it will be well worth it."

Asked about equipment costs for tv broadcasters who want to put color programs on the air, Dr. Shelby said that to broadcast network color shows a station would have to spend between $15,000 and $30,000, depending on how much test equipment and how many color monitors are purchased. For local color program originations, he said it would be difficult to quote overall figures, but a good rule of thumb would be to figure that it would cost about three times as much to originate a color signal as it does to originate a black-and-white signal.

On the Air March 1st

WDSM-TV

CHANNEL 6

CBS

THE FIRST VHF STATION
WITH LOCAL AND CBS NETWORK
COMMERCIAL PROGRAMS SERVING
THE RICH DULUTH-SUPERIOR AREA

100 Kw by Mid-Summer
Microwave Relay in September
Reception good within 100 mile radius
Excellent News Coverage
Only Facsimile Machine in market

CBS for Duluth-Superior

Represented by Free & Peters, Inc.

AFFILIATED WITH THE DULUTH HERALD & NEWS-TRIBUNE

HOWARD CLOTHES

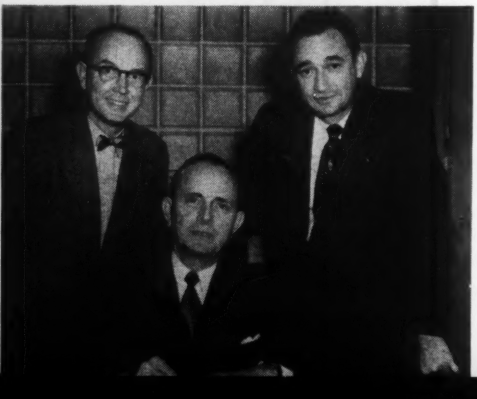
RADIO NEWSREEL

RADIO CAMPAIGN for Howard Clothes Inc., Philadelphia, is discussed by (l to r) Jack deRussy, WCAU Philadelphia am sales mgr.; Bill Campbell, WCAU sports dir., and Frank Porter, supervisor of Howard. Firm sponsors morning sports show on WCAU.

COVERAGE of new *Country Tune Parade* on 113 NBC stations is reviewed by (l to r) William Yonan, NBC Chicago acct. exec.; George Diefenderfer, NBC Central Div. radio network sales mgr.; Jerome Garland, pres., d-Con Co. (rodenticides), which bought series for first 13 weeks, and Alvin Eicoff, firm adv. dir.

PLANS for new *Texaco Sports Final* starting March 1 on 30 CBS Pacific and mountain region radio stations, receive final going-over in Hollywood by (l to r) William D. Shaw, gen. mgr., CPRN; Tom Harmon, CPRN sports dir. and host of program; and D. E. Beaton, mgr. of Pacific coast territory, The Texas Co., N. Y.

CHARLES S. MARTIN (c), pres., Charles S. Martin Distributing Co. (appliances), Atlanta, signs for seventh year of newscasts on WSB Atlanta. Flanking him are Holt Gewinner (l), WSB salesman, and Frank Gaither, station mgr.



NARTB Revives Work On Station Circulation

PLANS to start work on the long-deferred television station circulation project were revived last week by NARTB, with prospect that an industry-wide test measurement may develop this year.

Action on the project had been deferred by the NARTB Television Board at its January meeting [B•T, Jan. 25], with a decision to let a new committee scan the whole idea. A five-man Tv Board subcommittee met Wednesday at NARTB headquarters, deciding to set up an "implementation-organization committee" as the next step.

The new committee is to be named in the near future. It will look into the work and recommendations of the Television Circulation Study Committee, which reported to the Board in January. This group, when appointed, will report to the Tv Board on its proposals to pre-test the circulation plan prepared by Dr. Franklin R. Cawl, market research consultant. The original circulation committee has been discharged.

Formation of non-profit corporation outside NARTB will be considered. The implementation-organization group will report to the Tv Board with plans for a continuing television circulation count.

Policy decisions will involve the place of advertisers and agencies in the project. These affiliated industries had active board participation in the two Broadcast Measurement Bureau studies of radio circulation but present sentiment is described as favoring control of the project by telecasters, with advertiser-agency groups participating on an advisory basis.

Taking part on Wednesday's board subcommittee meeting were Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth H. Carter, WAAM (TV) Baltimore; Ward Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; Robert D. Swezey, WDSU-TV New Orleans, and NARTB headquarters officers.

UHFTA Continues Protest On Vhf Transmitter Moves

THE Ultra High Frequency Tv Assn. has asked its members for advice on how to proceed in opposing changes of vhf stations' transmitter locations, which, in the words of the association, tend "to consolidate several market areas."

The association's action came after it received an FCC response throwing cold water on its suggestion that tv rules be amended to restrict the location of tv stations to "the vicinity of the community to which the frequency is allocated" [B•T, Jan. 25].

Referring to WORD-TV Spartanburg, S. C., which received FCC permission to begin vhf ch. 7 operations on an interim basis from Paris Mt., six miles outside of Greenville, S. C. [B•T, Feb. 1 et seq.], Uhf Tv Assn. claimed that such moves would subject uhf operators in uhf-only markets to high-power vhf competition. It stated that the dangers in permitting such "mislocations" were:

(1) Diminished service to the city of allocation and portions of its area; (2) competition with other channels, particularly uhf, assigned to other cities; (3) network affiliation tends to go to the station covering several market areas; (4) retarding of conversions of vhf sets for uhf reception; (5) defeat of basic allocation principles; (6) acceleration of intercity connections and the retardation of such connections for single communities.

"The result," the Uhf Tv Assn. said, "may be a series of regional stations outside of the principal metropolitan areas affording a minimum satisfactory service to a maximum number of people."

Copies of the association's letter were sent to FCC commissioners and members of the Senate and House Interstate & Foreign Commerce Committees.

AP GROUP FORMED TO BOLSTER RADIO

PLANS for the formation of a national association to be elected by AP member stations for the purpose of strengthening AP Radio news report and assisting station management sales-wise on radio news and features were outlined last week by the AP Radio member committee.

After details of the proposal were enumerated at the second annual meeting of the committee in New York last Tuesday and Wednesday, Les Mawhinney, news director of KHJ Los Angeles and general chairman of the committee, appointed a subcommittee to work out the mechanics of the future organization. He named on this group Tom Eaton, news director of WTIC Hartford; Daniel W. Kops, vice president and general manager of WAVZ New Haven, and Oliver Gramling, assistant general manager of AP. The sub-committee was asked to return a report to the full committee within six months.

Frank J. Starzel, general manager of AP, pledged full cooperation by the AP to the work of the new association, but emphasized "we have studiously avoided any effort to dictate or control."

Plans For NARTB Convention Equipment Display in Mail

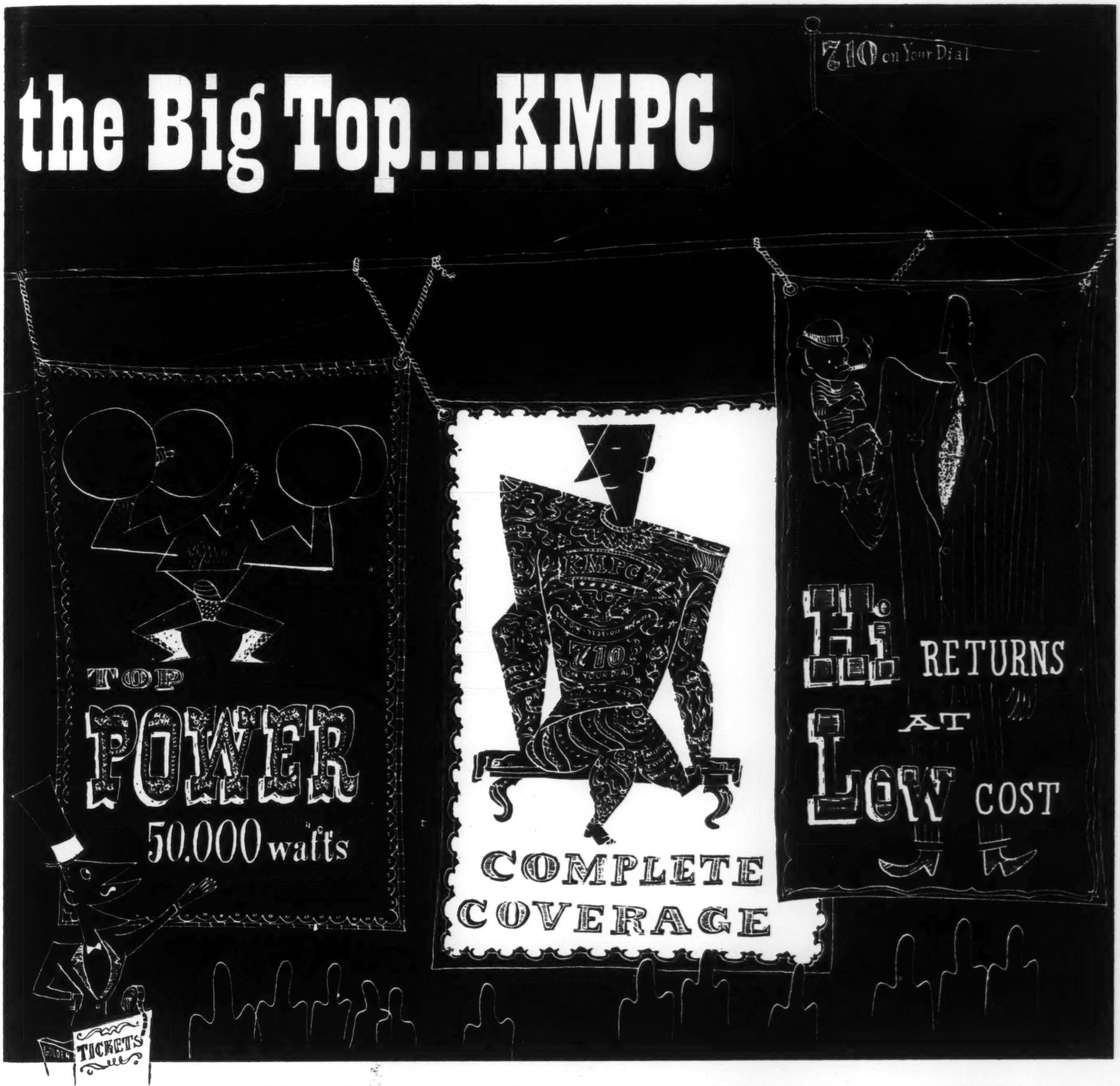
FLOOR plans for the annual NARTB convention exposition of light equipment and services were mailed last fortnight to associate members, only firms eligible to display their wares. The convention will be held during the week starting May 23, with the Palmer House, Chicago, as site.

Light gear and services will be centered on the seventh and eighth floors, with heavy equipment on the fourth floor. Most of the fourth floor space has already been allotted. The exposition is in charge of C. E. Arney Jr., NARTB secretary-treasurer, with Arthur C. Stringer as show manager.

Assignment of seventh and eighth floor rooms started last Friday, Mr. Stringer said. Only associates who are members prior to April 23 will be eligible to enter displays.

NBA, BMI Sessions

ANNUAL meeting of Nebraska Broadcasters Assn. is scheduled to be held April 8 at the Country Club, Beatrice, according to Bob Thomas, WJAG Norfolk, NBA president. KWBE Beatrice is the host station and Ralph Hardy, NARTB vice president will be the featured luncheon speaker. The meeting will follow the area BMI Program Clinic to be held April 7. B•T earlier reported that the BMI clinic would be held the same day as the NBA meeting [B•T, Feb. 15].


the Big Top...KMPC
710 on Your Dial
TOP
POWER
50,000 watts
KMPC
710
ON YOUR DIAL
COMPLETE
COVERAGE
Hi RETURNS
AT
LOW COST
TICKETS

LIKE A TENT! . . . that describes how KMPC covers Southern California. 5,472,411 people; 1,538,535 radio homes; 1,187,038 car radios, in 205 Southern California communities.

50,000 watts days, 10,000 watts nights.
Represented nationally by AM Radio Sales Co.
New York — Chicago — Los Angeles

KMPC

710 KC. Los Angeles, California

GENE AUTRY — President
R. O. REYNOLDS — Vice President & General Manager

KILGORE DECRIES 'MONOPOLY' TREND IN RADIO-TV INDUSTRY

Senator asks Congress to study the 'threat' of radio interests taking over the television field. He suggests that existing federal agencies may not be able to handle the concentration and that the Senate might help out. He urges two Senate committees to investigate.

A SUDDEN Senatorial verbal wallop is being delivered to the "radio veteran" in the broadcast field.

A cry of a trend to "monopoly—snowballing concentration" in radio and television is being raised by Sen. Harley M. Kilgore (D-W. Va.).

The Senator, in a statement which was to be released over the weekend, asks Congress to study "a threat of developing monopoly in communications."

Sen. Kilgore, second ranking minority member on the Senate Judiciary Committee and a 14-year man in the Senate, in effect accuses radio interests of setting up the developing monopoly in the media by acquisition of tv properties.

The Kilgore statement was in the form of a letter to Senate Judiciary Committee Chairman William Langer (R-N. D.) and Senate Commerce Committee Chairman John W. Bricker (R-Ohio). In it, the Senator urged the two committees to look into the matter.

His statement was to be released only three days before FCC members were scheduled to appear before the Potter Subcommittee on Communications (see story, page 51).

This latest move by Sen. Kilgore followed up his insertion in the Feb. 16 *Congressional Record* of an article titled "Shall Radio Take Over Television?" [B•T, Feb. 22].

Gist of the article, by two Washington attorneys and printed in the April 1953 issue of the *U. of Pennsylvania Law Review*, is that tv ownership should not be accorded radio owners in the interests of diversification in the communications media.

Control Over Both

Sen. Kilgore asserted that article pointed up "snowballing concentration of control over two vital communications facilities, radio and television. . . ."

The article was written by attorneys Henry B. Weaver Jr. and Thomas M. Cooley II of the law firm, Weaver & Glassie.

The so-called "monopoly" in the field, the way Sen. Kilgore sees it, is found in these allegations made by the Senator:

1. "Radio and television are each now dominated by four nationwide networks.
2. "If radio interests succeed in gaining dominance of television, further concentration is inevitable, and perhaps it will create something even approaching complete monopoly of broadcasting.
3. "Actually, a single corporation now owns not only several major radio and television stations, but also a nationwide radio network and a nationwide television network, while at the same time it is one of the largest producers of broadcasting equipment and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents." It was obvious the Senator was alluding to RCA.

The Senator said this "concentration . . . poses problems which at a minimum would strain the resources of the Dept. of Justice Anti-Trust Division in addition to any possible exercise of authority by the [Federal] Communications Commission."

According to Sen. Kilgore "it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications."

But "in any event, it seems to be that the Government agencies concerned may stand in need of suggestion from or assistance" by the Senate committees.

Sen. Kilgore said, "Any threat of developing monopoly in communications is a far more serious matter than mere economic monopoly in other fields, as important as this is.

"No other function in our society is as essential to preserve our institutions as is free and untrammelled communication of information and opinion. Of course, we can have neither under monopoly condition or those of concentrated control."

His remedy: "I therefore urge that your committee [both Judiciary and Commerce] give serious study to all aspects of the urgent policy problem this article points out and also to its larger implications in the monopoly field."

The Senator in his letter referred to "some effort to avert this danger [of developing monopoly]" in FCC's decision last year granting tv ch. 7 in Denver to Aladdin Radio & Television Inc. (KLZ-TV Denver) [B•T, July 6, 1953].

In this decision, according to Sen. Kilgore, FCC "explicitly recognized the desirability of diversifying ownership of mass communications media and reiterated its policy to favor applicants for new broadcast facilities which would bring newcomers to the field rather than multiplying facilities in the same hands."

SEN. HARLEY M. KILGORE
Says radio is taking over tv

This was in reference to FCC's statement at that time answering a contention by the competing applicant, Denver Television Co., that because of Aladdin's radio operation and the radio interests of its officers and directors, it would have been more in the public interest to approve Denver Television, thus bringing about diversification in ownership of communications media.

FCC noted then that it had "held that diversification of control of media is desirable" and that in the absence of other comparative considerations, a grant would better serve the public interest if it resulted in greater diversification of radio and tv ownership. But in the Denver case, FCC found "Aladdin has demonstrated its superiority in all other material respects" which "clearly outweighs the comparative advantage enjoyed by Denver Television" because the latter lacked other radio or tv interests.

Sen. Kilgore a fortnight ago had told B•T that he thought FCC's criterion seemed to be that if a broadcaster applied for a tv station he should get it.

The Senator had asserted that if one man owned the only local newspaper, the only local radio station and also the only tv station, the situation would result in a one-sided presentation of news and issues no matter how non-partisan the owner strives to be.

FCC Grants Houston Its Second Coml. Vhf

FCC finalizes earlier initial grant to Houston Tv Co., representing a merger of four applicants. Other grants made in Washington, D. C.; Selma, Ala.; El Dorado, Ark., and Rapid City, S. D.

SECOND commercial vhf tv station for Houston, Tex., was authorized by the FCC last week in a decision making final an earlier initial grant for ch. 13 to Houston Television Co., representing a merger of four applicants [B•T, Jan. 18, 11].

In non-hearing actions, the Commission granted permits for uhf ch. 50 at Washington, D. C., to United Broadcasting Co. (WOOK), the first uhf outlet there in a four-vhf station market; vhf ch. 8 at Selma, Ala., to Deep South Broadcasting Co. (WBAM Montgomery); vhf ch. 10 at El Dorado, Ark., to South Arkansas Tv Co. (KVMA Magnolia, Ark.), and vhf ch. 7 at Rapid City, S. D., to Hills Broadcasting Co.

In the Houston ch. 13 action, FCC conditioned the grant upon approval of the merger before construction of the tv station shall commence. The merger proposal involved dismissal of competitive applications by KTRH Broadcasting Co. (KTRH), Houston Area Television Co. and Tv Broadcasting Co. of Houston. The fourth applicant, Houston Television Co., retained its bid before FCC for approval.

Will Assume Permit

A new firm, Houston Consolidated Television Co., eventually will assume the ch. 13 permit after FCC approval of the merger and transfer. Houston Consolidated's stock will be held in these proportions: KTRH Broadcasting, 32%; Houston Area Television Co.'s 17 stockholders, 32%; Houston Television Co.'s 15 stockholders, 20%, and Houston Mayor Roy Hofheinz, individually, 16%. Mayor Hofheinz was president and 50% owner of Tv Broadcasting Co. of Houston. He has agreed to sell his 25% holding in KTHT Houston if required.

KPRC-TV Houston is operating on vhf ch. 2 and educational noncommercial KUHT (TV) is on ch. 8. KNUZ-TV Houston is operating on uhf ch. 39. Uhf ch. 23 KTVP (TV) and

GATES
MASTER
MONITOR

for Audio Control

THERE'S JUST NOTHING FINER!

The Gates CC-1 all plug-in audio console is *superlatively fine* — commercially beautiful to look at — warmingly satisfying to operate — technically superb — functionally complete beyond expectation — and upholds the tradition of those that have long been associated with the very best.

There is indeed a lot of pleasure and contentment in the operation of a speech input console so quality filled—that behind the control panel are parts and workmanship that spell complete reliability and assurance that your audio quality and handling cannot be excelled—anywhere.

Your 240-page Gates master catalog, Pages 120-124, or speech input catalog DS-534, tells the CC-1 story. If your copy has been misplaced, only the asking will send another on its way to you.

This Console is on display at all GATES stock-carrying branches in ATLANTA, HOUSTON and LOS ANGELES.

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street

Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.

Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

uhf ch. 29 KXYZ-TV there have not announced target dates.

It is expected the Houston ch. 13 grantee will negotiate with CBS for affiliation, since each of the four original applicants specified CBS in their bids.

United Broadcasting Co.'s president and general manager, Richard Eaton, estimated the first uhf outlet for the Nation's Capital would commence operation Jan. 1, 1955. Besides WOOK Washington, United owns WINX Rockville and WARK Hagerstown, both Md.; WANT Richmond, Va.; WJMO Cleveland, and WSID Baltimore. WSID-TV holds permit for uhf ch. 18.

Operating vhf stations in Washington are ch. 4 WNBW (TV), ch. 5 WTTG (TV), ch. 7 WMAL-TV and ch. 9 WTOP-TV. WGMS Washington WEAM Arlington, Va., are in contest for uhf ch. 20 while educational uhf ch. 26 is expected to be applied for by Greater Washington Educational Television Assn.

The ch. 8 grant at Selma to WBAM Montgomery was made possible by the withdrawal of a competitive application by Dallas Broadcasters Inc. [B•T, Feb. 22].

Similarly, the ch. 7 permit to Hills Broadcasting at Rapid City was facilitated by the dropout of KOZY-TV Inc., headed by former FCC aspirant Robert J. Dean, chief owner of KOTA and KOZY (FM) there [B•T, Feb. 22]. Hills Broadcasting is headed by N. L. Bentson, chief owner of WMIN St. Paul.

Meanwhile, KOTA last week petitioned FCC to support the proposed allocation of vhf ch. 3 there, indicating it will file for the channel when the assignment is made final [B•T, Feb. 8].

A fortnight ago, Tv Enterprises Inc. dropped its bid for ch. 10 at El Dorado, clearing the field for the grant there to Southern Arkansas, under common ownership with KVMA Magnolia. Tv Enterprises was owned chiefly by P. H. Barton, president of KARK Little Rock.

FCC Approves Seven Radio Station Transfers

SEVEN radio properties traded hands last week as the FCC approved transfers including WAGE Syracuse, N. Y., and WSPA-AM-FM Spartanburg, S. C.

WAGE was sold for $200,000 to Meredith Syracuse Radio Corp. Meredith Syracuse is a wholly-owned subsidiary of Meredith Pub. Co., publisher of *Better Homes & Gardens* and *Successful Farming* and operator of KCMO-AM-FM-TV Kansas City, WHEN (TV) Syracuse, WOW-AM-TV Omaha, and KPHO-AM-TV Phoenix, Ariz.

At Spartanburg, FCC approval was given to the sale of WSPA-AM-FM for $400,000 to Spartan Radiocasting Co., permittee of vhf ch. 7 WORD-TV. The sale is to effectuate a merger agreement between WSPA and WORD enabling the ch. 7 grant to WORD-TV [B•T, Nov. 30, 1953].

At the same time, approval was given to the sale by Spartan Radiocasting of WORD and WDXY (FM) for $150,000 to WORD Inc. [B•T, Feb. 8].

Spartan Radiocasting will change the call letters of its tv outlet to WSPA-TV.

Other transfers receiving FCC approval were:

WWSO Springfield, Ohio—Assignment of license from Radio Springfield Inc. for $50,000 to WWSO Broadcasting Corp.

KFOX Long Beach, Calif.—Transfer of control to F. A. Fetsch and W. T. McDonald through purchase of 90% interest for $135,000.

KXIT Dalhart, Tex.—Assignment from Dalrad Associates to Dalhart Broadcasters, partnership of Robert J. and Leonard J. Beller, for 3-year lease at rental of $300 per month.

WJBW-AM-FM New Orleans, La.—Assignment from Louise C. Carlson to corporate entity Louise C. Carlson Inc.

JOHNSON CHARGES CARDS BROADCASTS WOULD PROMOTE MONOPOLY FOR BUSCH

Senator introduces measure to bring under anti-trust laws any ball club owned by a beer or liquor company. Anheuser-Busch drops its radio schedule in nine minor league cities, whittling overall plans to about 1953 season size.

SEN. ED C. JOHNSON

"He gives away baseball . . . not beer"

AUGUST A. BUSCH

"U. S. Senator has right to comment."

THE WRATH of Colorado's Ed C. Johnson (D) fell last week on the radio coverage plans of St. Louis Cardinals' owner-president August A. Busch Jr., also president of the Budweiser brewery, Anheuser-Busch Inc., a big radio-tv advertiser.

Sen. Johnson delivered a sharp curve that cut across the path of Mr. Busch, the big leagues in general and the use of radio to broadcast big league games in minor league territory.

His charges were answered immediately by Mr. Busch and others.

The Senator, who is author of a bill that would bar major baseball broadcasts in minor league territories, is president of the minor circuit, The Western League. He is also allied with the "dry" forces who have been against any and all beer broadcasts and had introduced a bill in the 82d Congress to prohibit hard liquor advertising on the airwaves. Neither bill got far, although the baseball measure cleared committee last year.

The Johnson attack was delivered Tuesday on the floor of the Senate. The Senator, ranking minority member of the Senate Interstate & Foreign Commerce Committee, at the same time introduced a joint resolution (S J Res 133) that would bring under anti-trust laws any professional baseball club owned by a beer or liquor company.

He said he was aiming the legislation "specifically at the beer-baseball combination in St. Louis where Mr. August A. Busch . . . has been permitted to gain control of the St. Louis Cardinal baseball club."

Sen. Johnson asserted Mr. Busch was using the Cardinals "to promote the monopoly of Anheuser-Busch over his competitors in the brewing industry" and that he was using a planned 120 radio station regional broadcast of Cardinal games to achieve that purpose.

He said that Mr. Busch at the same time "is ruthlessly and deliberately annihilating minor league baseball in a large area of the Midwest by planning to broadcast Cardinal games to minor league cities.

"But in this crusade, he does not give away beer. He gives away baseball and he takes a nice fat deduction in doing it. With Uncle Sam picking up the tab, it is nice going for a beer peddler."

He charged an "unholy alliance" between beer and baseball as having "an unhealthy influence upon the youngsters of America."

Sen. Johnson told the Senate he was informed of the Cardinals' decision (of Feb. 20) to drop previous planned broadcasts of Cards games in Omaha, Houston, Columbus (Ohio), Wichita, Indianapolis, Burlington (Iowa), Mount Vernon and Paris (Ill.) and Muskogee (Okla.). "That eleventh hour concession is greatly appreciated," he said. "It will be of life saving assistance to some hard hit minor league areas during the 1954 season" but that the legislation was "vital for the good name of baseball."

This indicated Sen. Johnson had no intention of letting up on his new baseball crusade.

In fact, he was quoted as intending to push as hard as he can for the legislation. He said Sen. William Langer (R-N. D.), chairman of the Senate Judiciary Committee, to which the resolution was referred, had assured him that both Mr. Busch and Ford Frick (Baseball Commissioner) "will be given an opportunity before the committee" on his measure.

Commissioner Frick took issue with the Senator's proposal calling the resolution "discriminatory," warned of public feuding within baseball and called for the sport to rid itself of a "fear complex." Mr. Frick conferred last week with Mr. Busch.

Mr. Frick said "I cannot conceive of any Congress passing discriminatory legislation which is pointed at one partner and excludes other partners." Mr. Frick had said earlier he had "complete respect for Sen. Johnson and I certainly appreciate the problem of a minor league in radio and television. However, I do not believe a bill such as the Senator proposes is in any sense an answer to the problem."

Mr. Busch said that while he respected "the right of a U. S. Senator to make any comment or introduce any legislation . . . we hardly believe legislation aimed at an individual or single company is proper." He said "baseball broadcasts under brewery sponsorship is certainly not news" and "over a half million major league broadcasts are under such sponsorship. Were it not for this sponsorship, millions of fans would have been unable to enjoy their favorite game."

Anheuser-Busch and the Cardinals, he said, would continue to be operated in the public interest.

'Leader in Its Field'

Mr. Busch said the brewery was "a leader in its field" before any baseball broadcasts "and even before organized baseball itself made an appearance on the American scene. To accuse us of using baseball to achieve a position in the industry we already have is self-answering."

The St. Louis Chamber of Commerce wired Sen. Johnson that the 100-year old brewery had "brought great credit to this community" and that through the efforts of Mr. Busch "and the expenditure of millions of dollars by the company," the Cardinals, "one of our great civic assets," were retained in St. Louis. The chamber said its telegram was being sent "in the interests of fair play."

Meanwhile, the brewery reportedly faces threat of legal action from some radio stations in certain minor league areas because of contract cancellations announced by Cardinals.

A spokesman for the Cardinals said the broadcasts were being dropped because "if what they say is true, then we don't want to hurt the minor league clubs." The Cards own franchises in three of the nine cities where contracts have been dropped.

Johnson to Busch

Feb. 9, 1954

Hon. August A. Busch Jr.
Cardinal Baseball Club
St. Louis, Missouri

Dear Mr. Busch:

Why are you picking on the Western League? First it is Omaha, and now it is Wichita. Last year the Wichita Club received $6,000 from the radio station broadcasting their games in Wichita. This year the contract was cancelled because the St. Louis Cardinals had arranged for that time to broadcast St. Louis Cardinal games.

Six thousand dollars may seem like peanuts to some, but it is the difference between local baseball or no local baseball in Wichita.

I cannot believe that your objective is to kill the Western League, but whether it is or not that is exactly what you are doing. Your Omaha broadcasts will be heard in Lincoln and Sioux City and will affect them seriously, and now Wichita goes down the drain. Because of the St. Louis invasion of the Western League, it is my considered judgment that the Western League may not operate in 1955. The consternation due to your policies is great and the situation is grave.

I plead with you, therefore, to cancel your broadcast plans in the Western League cities of Omaha and Wichita. We are begging you to not destroy the best Class A league in the nation.

Most sincerely,
/s/ ED. C. JOHNSON
President and Treasurer
Western Baseball League

Anheuser-Busch still plans to air broadcasts of the National League club on approximately 120 stations, and games of eight minor league teams—Cardinals farms in Fresno, Omaha, Houston, Columbus, Ohio; Allentown, Pa.; Rochester, N. Y.; Columbus, Ga., and Albany, Ga. Also planned is the complete 77-game road schedule of the Cards on WTVI (TV) Belleville, Ill.—St. Louis—on a local basis [B•T, Feb. 22].

It also was conceded that Anheuser-Busch's plan to study the effect of major league broadcasts on minor league game attendance, wherever possible, has been abandoned, apparently because of "minor league pressure."

It was acknowledged that Anheuser-Busch has invoked cancellation clauses in its pacts with some stations in minor league territories—one of two in every standard agency contract, the other being one covering compensation—and was facing protests from some stations.

Meanwhile, the Cards have lined up a special local 20-station west coast network for broadcasts of exhibition games with the Chicago Cubs in Los Angeles and Fresno March 13, 14, 15. KLAC is slated as originating outlet.

While castigating the Cardinals, Sen. Johnson released a letter he had written to Mr. Busch in early February and other correspondence he had received from minor league owners asserting that the Cardinals' radio coverage plans were forcing cancellations of minor league contracts with radio stations. (See box.)

In his speech, Sen. Johnson also struck out against other major league clubs. He said:

"In this evil business at St. Louis some of the clubs of the National League are not without guilt. Under National League rules before a club can broadcast or telecast its baseball exhibition, it must have the consent of the other participating club. At least four National League clubs have given their consent to spray without limits of any kind, Minor League cities with Cardinal baseball."

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IN 1937 I requested permission of a top NBC engineer to spend time with their crew installing the first commercial-type tv equipment in New York. He countered with a suggestion that I buy an iconoscope. CREI bought two of the earliest ones released by RCA; by 1940, with RCA cooperation, our own studio was in operation. Our latest image-orthicon equipment has been kept right up to date. At the IRE convention in 1952 the same engineer asked if we had a really practical tv studio operations course. He said, "If you can only teach those fellows to walk across a studio without tripping over cables, you'll be doing something for the whole industry!" We can.

AL PREISMAN, our Engineering Vice-President, wrote the course. Fellow of the IRE, patent consultant, and a top educator, for the last 18 months Al has almost lived in tv studios of the four big networks, and in our local stations, which have been most cooperative. Every text he has turned out has been carefully checked by leading engineers and producers of tv programs. The course is practical, authoritative and up-to-date, even covering color.

E. H. Rietzke
President

SENATE UNIT LAUNCHES RADIO-TV STUDY; TO HOLD LICENSE FEE HEARINGS MARCH 16

Communications subcommittee will meet with the FCC in closed hearings tomorrow.

A GROUP of five Senators plunge into the radio-tv industry's pool of problems tomorrow (Tuesday) [B•T, Feb. 22].

Depending on how deep or shallow they find the pool, the outcome may be just a ripple or quite a splash on the legislative agenda.

- Tomorrow, the Potter communications subcommittee takes soundings behind closed doors in a meeting with members of the FCC.
- Two weeks from tomorrow, the subcommittee gets into the swim by opening public hearings on the controversial license fee proposal.

Subcommittee Chairman Charles E. Potter (R-Mich.) Wednesday announced the plans for an executive session. While the doors will be closed to newsmen and to the public, they will be open wide on subject matter.

Chairman Potter on Friday announced the license fee hearing.

A list of witnesses are to be announced at a later date, Sen. Potter, who heads the newly-formed Senate Interstate & Foreign Commerce Subcommittee on Communications, said. However, industry people are invited to testify on Sen. Edwin C. Johnson's measure (S 2926) which would permit FCC to set "nominal" fees or charges for station applications and licenses [B•T, Feb. 15].

The five Senators on the subcommittee are Chairman Potter, Sens. Andrew F. Schoeppel (R-Iowa), Dwight Griswold (R-Neb.), John O. Pastore (D-R. I.) and Lester C. Hunt (D-Wyo.).

Members of the full committee have been invited to attend tomorrow's executive session. It is believed Colorado's Sen. Johnson will be on hand because of his keen interest in radio and television activities.

Sen. Johnson, top Democrat on the full committee, is author of a letter on tv multiple ownership which caused a stir in the industry [B•T, Jan. 18].

Sen. George A. Smathers (D-Fla.) also on the committee, may attend. Sen Smathers has demanded an investigation by the Senate Commerce Committee of the FCC's recommendation that five vhf station limitation on common ownership be raised to seven, including two uhf.

Highly Critical

Sen. Johnson has been highly critical of FCC's proposal to boost the station limit. He has termed the recommendation a "wicked 'give-away'" encouraging "brazen television monopoly." He indicated in his January letter to FCC Chairman Rosel H. Hyde that he considered the situation ripe for Congressional review.

Early last month, Sen. Johnson referred again to his letter on the multiple ownership rule "in which," he asserted, "the question of promoting uhf service was the key." The occasion was Sen. Johnson's protest filed with the Commission on the granting of permission to WORD-TV Spartanburg, S. C., a vhf station, to begin interim operation from Paris Mt. [B•T, Feb. 8].

Sen. Johnson said he understood the Paris Mt. operation might force the abandonment of two uhf stations already operating and two uhf stations already granted permits but not yet on the air.

Because of these Johnson protests and other Senators' interest in the question, discussion on uhf (as compared to vhf) may be emphasized.

In the main, however, this will be FCC's opportunity to present the Senate unit with what it considers to be the top problems both within the Commission and/or within the industry.

Thus, it is expected FCC will emphasize its desire that legislation be passed clarifying the so-called "protest rule" provision of the Communications Act (Sec. 309 [c]). [B•T Feb. 1 (story and text)].

Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, has introduced the FCC's suggested bill (S 2853). There is a companion bill in the House, offered by Rep. Charles A. Wolverton (R-N. J.).

The proposal would end the now mandatory stay of a protested grant and the hearing on charges required by the Act could be a paper proceeding instead of an oral case.

Permissive Bill

Actual wording of Sen. Johnson's license fee bill which would amend Sec. 4 of the Communications Act is to permit FCC to "prescribe nominal fees or charges for any inspection, certificate, registration, license, permit or application issued or provided by the Commission in carrying out the provisions of the Act."

Sen. Johnson, while introducing his bill, also asked FCC to suspend its license fee proceeding and to let Congress take over. His position was that the Communications Act explicitly states that license grants do not give the licensee a proprietary interest in a frequency and nothing should be done to encourage a licensee to believe that he may be purchasing an equity.

It is understood that by the wording of his permissive bill, Sen. Johnson has in mind a desire to stimulate interpretation of what a "nominal" fee for a station should be.

Among comments submitted to FCC last week on the fee issue:

Stephen P. Bellinger, managing partner of WVMC Mt. Carmel, Ill.; WIZZ Streator, Ill.; WILO Frankfort, Ind., and WINL (FM) Lebanon, Ind., urged a graduated fee taking into account the size of the station involved. The proposed fee would work a hardship on smaller radio operators, he said. He requested that the "bulk of income should come from operators who do the bulk of business."

Other comments last week were from amateurs, protesting any fee. A George Nesbit of Berwyn, Ill., wrote: "Surely the fee that would be collected from amateurs will not balance the budget, therefore, I request the Commission exclude the amateur service from the payment of license fees . . ."

Meanwhile, two other federal agencies have issued proposed fees. The Interstate Commerce Commission proposed a range of fees for services up to $5,000 for one type of application. The Federal Power Commission proposed a schedule that includes one item involving a fee of $500 plus $100 for each million dollars of construction costs over $4 million.

Losers: Tv Viewers

THE AP took cognizance of tv in the McCarthy-Stevens affair last week which turned from a heralded "big showdown" to something of a letdown with this observation: "Leaving aside the question of who won, the nation's tv viewers lost. Tomorrow's [Feb. 25] big show was scheduled for nationwide telecasts and promised to have a high audience rating."

Pratt Resigns GOP Post, Returns to Manage WSOO

STANLEY R. PRATT, president and manager of WSOO Sault Ste. Marie, Mich., has resigned as assistant to the chairman and director of the personnel division, Republican National Chairman Leonard W. Hall announced last week. [Closed Circuit, Feb. 22]. He succeeds Chauncey Robbins, a former secretary to the chairman of the Republican National Committee, who joined the personnel division staff last September.

MR. PRATT

Mr. Pratt, who will resume active management of his radio station, joined the national committee after the Republican National Convention, and organized the personnel division following the successful 1952 election campaign. He is a former Michigan Assn. of Broadcasters president and NARTB director.

FCC Has Caught Up, Drops Tv Priority List

TELEVISION applications henceforth will be considered "chronologically," FCC said last week in a historic statement announcing the end of the temporary processing procedure and the city priority list. [Closed Circuit, Feb. 8].

The announcement means that although many tv applications still face comparative hearings, the Commission for all practical purposes is "current" in application processing for the first time since lifting of the freeze in 1952 with its resulting landslide of new station bids.

"As of Jan. 28, 1954," the FCC announcement said, "pre-hearing letters pursuant to Sec. 309(b) of the Communications Act . . . had been transmitted to all mutually exclusive applicants. Hearings are being scheduled as quickly as the respective applications in a particular city are in a position to be designated for hearing.

"Accordingly, since the processing of non-competitive applications has proceeded on a current basis since March 1953, and inasmuch as the issuance of pre-hearing letters is presently on a current basis, the need for the publication of a priority list (heretofore every 60 days) has been eliminated. Consequently, no further lists will be published and Sec. 1.371, footnote 10 (of FCC's rules) will be amended accordingly."

In its detailed tabulation of post-thaw tv progress up to Feb. 1, FCC reported 1,204 applications filed, 527 grants (45 surrendered), 356 bids subsequently dismissed and 321 applications still pending. Of the latter, all but 53 are competitive [B•T, Feb. 22, 15].

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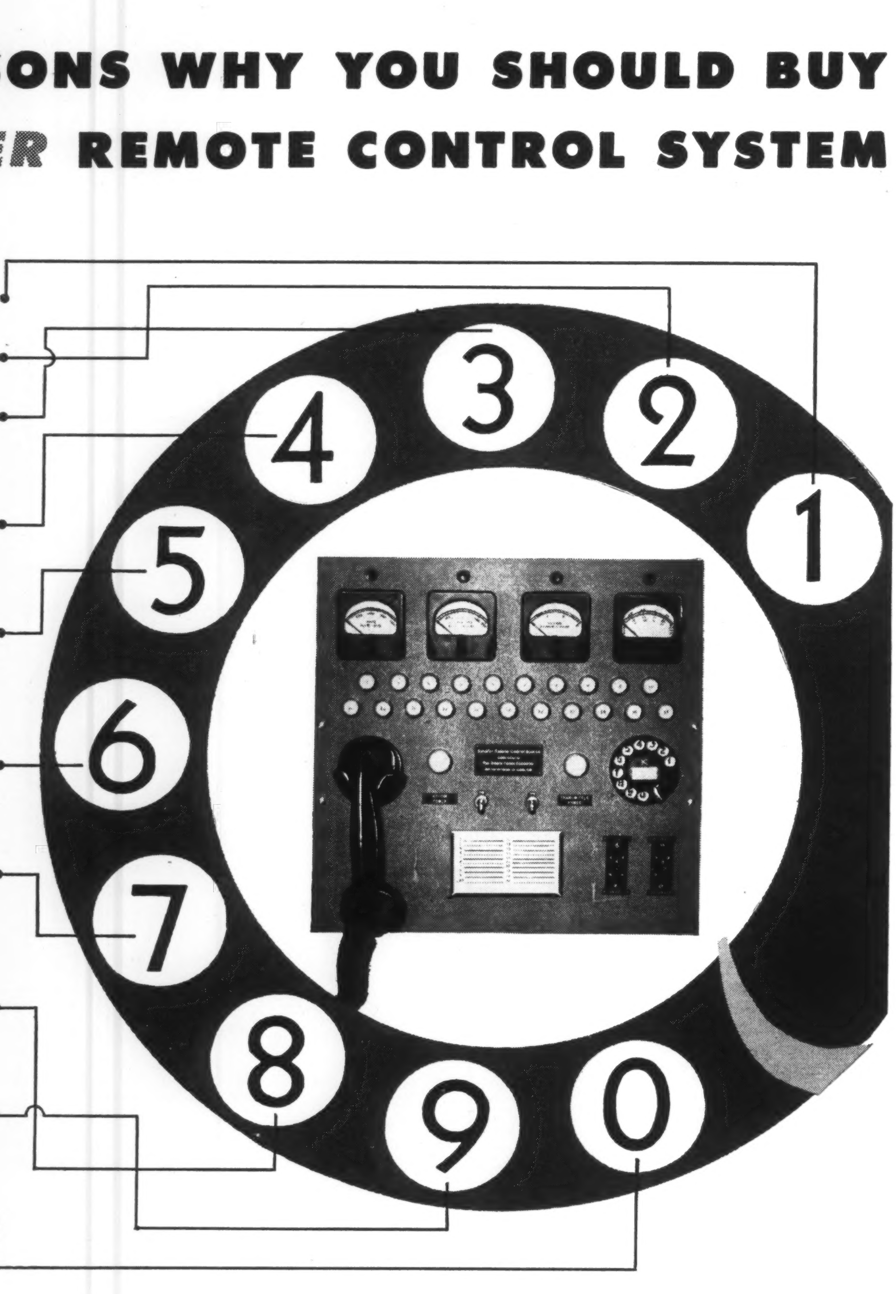

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KSTM-TV Renews Drive For St. Louis Vhf Ch. 11

KSTM-TV St. Louis, uhf ch. 36 station, filed an amended application for vhf ch. 11 there last week in response to a McFarland letter from the FCC in January [B•T, Jan. 25].

The FCC said then that if KSTM-TV furnished requested information regarding financial and legal qualifications it would designate it as an applicant for ch. 11 in St. Louis, with one of the issues whether it had the right to participate in the vhf hearing while holding a uhf grant. This was in line with a U. S. Court of Appeals ruling in ordering a stay the day before the St. Louis tv hearing was due to begin [B•T, Jan. 18].

The Commission refused to accept the KSTM-TV application twice on the ground that KSTM-TV could not apply for a facility in a market for which it already held a CP. KSTM-TV has offered to give up its ch. 36 operation if it wins a grant for ch. 11, but not before.

Broadcast House Ownership

Amended application, which is for E. St. Louis, Ill., indicated that licensee Broadcast House Inc. is mainly owned by principals associated with KSTL (Frank E. Pellegrin) and the *E. St. Louis Journal.* Same newspaper interests (F. M. Lindsay and F. W. Schaub) own WSOY-AM-FM Decatur, Ill., and 20% of WCIA-TV Champaign, Ill. Marshall Pengra (president and one-third owner of WATO Oak Ridge, Tenn.) is president and general manager of KSTM-TV. Mr. Pellegrin also owns one third of WATO, 12½% of WLAF La Follette, Tenn., and is vice president of H-R Representatives Inc., station representative firm. Oilman Albert G. Blanke Jr. is a 13% stockholder.

Balance sheet of Broadcast House Inc. and Broadcast House Realty Co. as of Dec. 31, 1953, shows current assets of $94,948, current liabilities of $174,766 and long term liabilities of $667,266. KSTM-TV, which began operating in October 1953, lost $193,690 in that year, the application reported.

Station reported that if it wins the ch. 11 grant it will dispose of $172,400 worth of equipment not usable for vhf. This includes a $137,483 transmitter.

Other ch. 11 applicants are St. Louis Amusement Co. (42% owned by Fanchon & Marco), St. Louis Telecast Inc. (60% owned by WEW), 220 Television Inc. (Harold Koplar and William Kopler Shenker) and CBS (KMOX).

VOICE FUNDS UNTOUCHED BY HOUSE UNIT

VOICE OF AMERICA achieved a victory on Capitol Hill last week. The House Appropriations Committee voted the full amount asked for by the radio arm of the U. S. information program to operate in fiscal 1955, starting this July 1.

The U. S. Information Agency had requested $18,039,000 in the President's budget for the overseas radio broadcasting program [B•T, Jan. 25].

The Appropriations unit in its report said it "has allowed the full amount of the budget estimate" for radio broadcasting and that it would give USIA authority until Dec. 31 to complete the move of Voice from its present New York headquarters to new quarters in Washington, D. C.

This full amount for radio was unusual in that the House committee was not so kind to the other activities of USIA. The agency's total request for $75,814,000 was trimmed by $13,186,000.

The recommended VOA allocation is $247,164 more than it had to spend in fiscal 1954.

Turbulence in the past has marred the dealings of the Voice of America with the Congress. Thus, the current radio funds suggested by an economy-minded House committee which slashed the combined budgets of the State, Justice and Commerce Depts. and USIA by some 12½% can be considered to be a radio feather added to the cap of its director, Theodore C. Streibert, former board chairman of MBS.

Mr. Streibert has been the agency's head since its creation last year.

Easy on Items

The House committee also was easy on two budget items dealing with government activities of interest to the broadcast industry. It recommended a total of $650,000 for the annual special surveys of manufacturers and other businesses. This is the identical total asked for in President Eisenhower's budget for fiscal 1955, beginning July 1, 1954. The House group approved $2 million for the National Bureau of Standards (under Commerce Dept.) to continue its radio propagation and radio frequencies standards studies.

FCC Authorizes Five Ams, Two in Kane, Pa.

FIVE new standard stations were authorized by the FCC last week, two in Kane, Pa.; one each in Charlotte, N. C.; Covington, Tenn., and Medford, Ore.

New am station at Kane, Pa., on 1590 kc with 500 w daytime was awarded to Northern Allegheny Broadcasting Co., licensee of WNAE-WRRN (FM) Warren, Pa.

Permit for a new standard station on 750 kc with 1 kw fulltime at Medford, Ore., went to Medford Broadcasting Co. Co-partners Clarence E. Wilson and P. D. Jackson also are owners of KWCO Chickasha, Okla.

Details of the other grantees:

Hilltop Management Corp., 960 kc, 500 w daytime at Kane.

Queens City Broadcasting Co., 1480 kc, 1 kw daytime at Charlotte.

Tipton County Broadcasting Co., 1250 kc, 1 kw daytime at Covington.

Meanwhile, improved facilities went to KWOC Poplar Bluff, Mo., to change from directional antenna fulltime to directional nighttime only while operating on 930 kc with 500 w night and 1 kw daytime, unlimited.

In a separate action, FCC designed for consolidated hearing applications of Mercer Broadcasting Co., Trenton, N. J.; Delaware Valley Broadcasting Corp., Morrisville, Pa., and Drew J. T. O'Keefe, Jack J. Dash & William F. Waterbury, Levittown-Fairless Hills, Pa., for new standard station on 1490 kc with 250 w unlimited.

WPRO-TV Petition Denied

PETITION of vhf ch. 12 WPRO-TV Providence, requesting that the special temporary authority given uhf ch. 16 WNET (TV) there to commence interim operation be stayed on grounds of economic injury [B•T, Feb. 22], was denied by FCC last week. The Commission said the WPRO-TV protest did not show sufficient basis for the relief requested. Last year, WNET (TV) won a stay against WPRO-TV pending hearing on its Sec. 309(c) economic protest of the ch. 12 grant.

'Last Man Out' Interviewee Called by House Probers

BROADCAST of NBC Radio's Sunday program (10-10:15 p.m.), *Last Man Out,* which dramatizes the experiences of persons who formerly were associated with communist movements but who have reformed, last week brought Congressional action when the House Un-American Activities Committee subpoenaed Mrs. Helen Wood Birnie, who was interviewed on the Feb. 21 program, to learn more about her former associates.

She Is Summoned

In a statement Thursday, Rep. Harold H. Velde (R-Ill.), committee chairman, said he had summoned Mrs. Birnie after hearing her relate on the program that "Fred Stover, president of the Iowa Farmers Union and an official of the National Farmers Union, was known to her to have been a member of the Communist Party and a close associate of Harold Ware."

Mr. Ware, though now deceased, according to Rep. Velde, "has been identified in many instances before this committee as having been an organizer of communist cells within the Government, some members of which have been utilized in Soviet espionage operations."

Last Man Out is written, produced and narrated by Richard English.

Folsom Cites RCA-NBC Labor Practices to Hill Group

RCA President Frank M. Folsom last week told the Civil Rights Subcommittee of the Senate Labor Committee that RCA has practiced non-discrimination in hiring and promoting its personnel since its founding in 1919.

Mr. Folsom said RCA favors the principles of a bill (S692) to set up a federal commission to enforce non-discrimination with emphasis on conciliation and other non-compulsory measures, currently in hearing by the Senate group of which Sen. Irving M. Ives (R-N. Y.) is chairman.

He said the RCA program, also practiced at NBC, has brought the company benefits from improved human and community relations and that "we feel that in the process we have promoted the national interest as well."

He cited appointment of Brig. Gen. David Sarnoff, RCA board chairman, to the President's Committee on Fair Employment Practices in July 1941, and the 1952 award of the Freedoms Foundation George Washington Honor Medal to RCA Victor Division for its program of recruiting and training Negro engineers.

Booth Protests Parma Vhf Ch. 10 Allocation

New vhf channel will hurt prospects of uhf stations in the area, operator of uhf ch. 64 WBKZ-TV Battle Creek tells FCC.

CONTENDING the new allocation of vhf ch. 10 to Parma-Onondaga, Mich., is a threat to the future of multiple uhf allocations in the area, John L. Booth, president of Booth Radio & Tv Stations Inc., operator of uhf ch. 64

WBKZ-TV Battle Creek, asked FCC last week to consider the problems involved.

Mr. Booth noted WIBM-TV Jackson, Mich., already had dropped its permit for uhf ch. 48 because of the new vhf allocation. He explained the uhf allocations at Battle Creek, Lansing, Jackson and Kalamazoo would be affected.

"It is realized that the Commission does not concern itself with the economic factors which are the responsibility of the licensee," Mr. Booth wrote. "However, this allocation of ch. 10 to Parma-Onondaga will present a difficult burden to the operating uhf channels in this area. . . . The problem surrounding the development of a nationwide television service, meaning primarily the uhf spectrum, is considerably greater than had been anticipated and the addition of another vhf would considerably decrease the available national and network revenue at a time when the need for such is so great."

Mr. Booth said the vhf channel will "add a considerable economic burden to ourselves and any other operating uhf station in this area, thereby greatly increasing the possibility of financial failure, or the impossibility of financial return for many years to come."

Two applications already are on file at FCC for ch. 10 at Parma. One is by WIBM, the former ch. 48 permittee at Jackson. The other was filed by Trial Tv Corp.

Campbell Named To Voice Post

PATRICK CAMPBELL, former vice president in charge of station relations of Don Lee Broadcasting System, Thursday was appointed radio and television officer, a newly-created overseas post, for the U. S. Information Agency. He will be assigned to the American Embassy in London, according to Theodore C. Streibert, director of USIA and former MBS board chairman.

MR. CAMPBELL

Mr. Campbell left Don Lee in February 1951. Before joining Don Lee, he organized the West Coast office of World Broadcasting System in 1932, and was general manager for 11 years. His early experience was with motion pictures and the stage.

Mr. Campbell will be assigned primarily to the task of exploring the future overseas use of tv under the U. S. information program. Both the Senate's Hickenlooper Subcommittee and a Presidential Advisory Commission have recommended such an exploration.

Mr. Streibert said VOA has been furnishing the "rapidly growing tv audiences of Europe, Latin America and the Far East with programs produced by our U. S. television industry."

Also announced was the addition of Sidney H. Fine, New York newspaperman and government information officer in Europe for many years, to the Washington headquarters of USIA. Mr. Fine, formerly FCC field correspondent in London, will be responsible for the domestic information program.

Another appointment was Burnett Anderson, former press officer for the Mutual Security Agency in Bonn, Germany, to head the USIA's domestic press section.

WINS NAMES LEDER V.P.-GENERAL MANAGER

Robert Leder, with NBC since 1950, fills vacancy created when Gotham Broadcasting Corp. bought the New York station from Crosley.

APPOINTMENT of Robert Leder, sales manager of WNBC New York, as general manager and vice president of WINS New York was announced last Thursday by J. Elroy McCaw, president of the Gotham Broadcasting Corp., licensee of WINS.

MR. LEDER

Mr. Leder resigned his post with NBC, effective Friday, and will assume his new position on March 8. He fills a vacancy that was created when Gotham recently acquired WINS from the Crosley Broadcasting Corp.

A veteran of the radio and television industry for the past 10 years, Mr. Leder has been associated with NBC in various capacities since June 1950.

His initial assignment was as an account executive with NBC Spot Sales and he later served as the unit's Eastern sales manager for radio and as sales manager for radio. In June 1952 he was named sales manager of WNBC New York.

Prior to joining NBC he was director of sales for National Television Sales Inc., New York, television package producers. Previously Mr. Leder had served as sales manager of WVNJ Newark and as an account executive for Booth-Vickery-Schwinn Advertising, New York, and George Elliott Advertising, New York.

In announcing the appointment, Mr. McCaw noted that under Mr. Leder's sales stewardship, WNBC had compiled "record-breaking" sales accomplishments, and added:

"The selection of Mr. Leder as general manager of WINS is in line with a policy to be adopted by the station of a program of revitalized merchandising, programming and sales efforts. We are most pleased to have a man of Mr. Leder's background of accomplishment join us in our new venture."

KINGs Add Wings

KING-AM-TV Seattle is making use of wings to help air its news. A helicopter, a Hiller 12-B, with a range of 150 miles and serviceable altitude of 10,000 feet, has been added to KING Broadcasting Co.'s news entourage. Official dedication of Seattle Private Heliport No. 1, located on the roof of the KING Radio and Television Center, took place Feb. 10.

KING-AM-TV's helicopter makes its first landing atop the stations' radio-tv center in Seattle.

Empire State Bldg. Asks Tripled Tv Antenna Rent

A RENT increase from $70,000 to $200,000 a year has been proposed by Empire State Bldg. Corp. to each of the seven New York tv stations, or a total of $1.4 million a year, for the right to use the building's mast as a common transmitting antenna site for a five-year period beginning May 1. The present lease, expiring April 30, provides for a five-year extension with the rate to be negotiated. If negotiations fail—and late last week the parties were far apart—arbitration is specified. Asking price covers only the use of the mast by each tv station, with floor space in the building for transmitter equipment, offices, etc., extra.

Negotiations for the tv stations are being conducted by a special subcommittee of Donald H. McGannon, assistant managing director, DuMont Tv Network (WABD [TV] New York), chairman; Daniel O'Shea, WCBS-TV New York; Irving Rosenhaus, WATV (TV) Newark. Trio is part of an overall executive committee which also includes Joseph Heffernan and Joseph McDonald, WNBT (TV) New York; Geraldine Zorbaugh and Frank Marx, WABC-TV New York, Fred Thrower and Otis Freeman, WPIX (TV) New York; Gordon Gray, Patrick Winkler and William Regan, WOR-TV New York.

FOUR TV STARTERS PUT TOTAL TO 370

Uhf outlets commence in San Francisco, Schenectady and Providence, while vhf ch. 6 WDSM-TV Superior also takes air today (Monday). Ch. 3 KDAL-TV Duluth set to begin later in the week.

FOUR new tv stations reported they will start commercial operations today (Monday), running the operating station total to 370. Two more are expected to begin later in the week.

Stations due to begin today:

KSAN-TV San Francisco (ch. 32), represented by Joseph H. McGillvra Inc.

WTRI (TV) Schenectady, N. Y. (ch. 35), CBS, represented by Headley-Reed.

WNET (TV) Providence, R. I. (ch. 16), ABC, DuMont; represented by Paul H. Raymer Co.

WDSM-TV Superior, Wis. (ch. 6), CBS, represented by Free & Peters.

Stations due on the air later in the week are KDAL-TV Duluth, Minn. (ch. 3), and KCEB (TV) Tulsa, Okla. (ch. 23).

KDAL-TV will begin regular programming just 70 days after date of grant. It has been on test patterns since Feb. 19 and has received excellent reception reports from coverage area, President Dalton LeMasurier, reported. Represented by Avery-Knodel, it will be affiliated with NBC-TV although KDAL radio is a CBS affiliate. WDSM-TV, located across the state line in Superior, Wis., will be a CBS-TV affiliate.

Operating target date of April 9 has been set by KULA-TV Honolulu (ch. 4). It is represented by Headley-Reed and affiliated with ABC-TV.

KVAL-TV Eugene, Ore. (ch. 13), plans to

HUDSON
Italia

Taking the wheel of Hudson Motor Car Co.'s "Italia," N. K. VanDerzee, V.P. in Charge of Sales, explains:

How a new Hudson avoids traffic problems!

"Here is the new *Italia*—a look into the future and the latest member of the Hudson family which includes the Hornet, the Wasp, and the Jet," says N. K. VanDerzee.

"But new design naturally creates new traffic problems—in the factory. It's a big job to prevent parts shortages from stalling assembly lines. Air Express is a tremendous help.

"As our Traffic Department puts it: One phone call, and it's a load off our minds. Air Express delivers in a matter of hours. This dependable speed gives us the safety margin we need to keep production rolling. We handle about 2,500 lbs. a month by Air Express. Naturally, we're thinking about speed. But our records show that most of our Air Express shipments also *cost less* than they would by any other air service!

"Add to this the country-wide coverage and Air Express' ability to pinpoint shipments in transit, and you have some idea of why our Traffic Department turns to Air Express for our most urgent traffic.

"We in Sales are proud of our reputation for on-time deliveries of new cars. In large part, we owe that reputation to our Traffic Department—and Air Express."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

begin commercial programming April 1, affiliated with NBC-TV.

Construction has started on WTEV (TV) New Bedford, Mass. (ch. 28), according to Basil Brewer, publisher of the New Bedford *Standard-Times*, owned by E. Anthony & Sons Inc., which also owns WTEV. The station will operate with an effective radiated power of 251 kw and expects to be on the air in four or six months.

Robert Sabin, manager, WKNY-TV Kingston, N. Y. (ch. 66), reported that 350 feet of the station's tower is now complete. It expects to be on the air in April.

CHSJ-TV St. John, New Brunswick (ch. 4), plans to begin regular programming March 22. It will be the first Canadian tv station east of Montreal.

WMGT (TV) Adams (Pittsfield), Mass. (ch. 74), began regular programming Feb. 23. The station reports it will serve Western Massachusetts, Southern Vermont, Northwestern Connecticut and Eastern New York, including Albany.

The following stations have reported they plan to begin regular operations by March 31:

WINK-TV Fort Myers, Fla. (ch. 11); KWIK-TV Pocatello, Idaho (ch. 10); WSJV (TV) Elkhart, Ind. (ch. 52); WSLI-TV Jackson, Miss. (ch. 12); KFBB-TV Great Falls, Mont. (ch. 5); WMUR-TV Manchester, N. H. (ch. 9); WQED (TV) Pittsburgh (ch. 13), educational; WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); KRGV-TV Weslaco, Tex. (ch. 5); WJPB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2), San Juan, P. R.

(For details see TELESTATUS, page 103.)

WATCHING as the last crate of DuMont equipment for KULA-TV Honolulu is unloaded are (l to r) Art Sprinkle, assistant general manager; Jack Burnett, general manager, and Ronnie Miyahira, chief engineer. The ch. 4 station expects to be on the air April 9.

Mayor Wagner Throws Switch For New WLIB Transmitter

NEW transmitter of WLIB New York, located in mid-Manhattan, was put into operation on Feb. 19 as Mayor Robert F. Wagner threw the switch from City Hall and participated in a special broadcast commemorating the event.

Mayor Wagner paid tribute to radio as a medium of public information, entertainment, recreation and welfare, pointing out that "our younger generation could not imagine what it would be like to grow up without radio as a means of hearing news, concert programs, pop music or dramatic programs." Turning to WLIB, he congratulated the station's management for improving its facilities and coverage through the installation of the new tower and transmitter.

Mrs. Eleanor Roosevelt, a director of National Assn. for the Advancement of Colored People, presented a citation to WLIB Friday for its efforts on behalf of interracial understanding.

NEW YORK Mayor Robert F. Wagner throws the switch inaugurating WLIB New York's new transmitter, which has been moved from the Greenpoint section of Brooklyn to Hallet's Cove, Queens, in the East River opposite 86th Street, Manhattan, for "increased coverage and improved reception." With the mayor at the ceremonies are Walter White (l), WLIB commentator, and Harry Novik, general manager of the 1 kw station.

WNBC Sees 'Banner Year'

DURING the first two months of 1954, business at WNBC New York is ahead of the record-breaking months of January and February 1953, according to Robert Leder, sales manager of the station. Mr. Leder said the station has booked renewals and new business "beyond expectations" and predicted that 1954 will be "a banner year in sales for WNBC." Pointing out that news broadcasts have led the field in sponsorship, Mr. Leder revealed that Admiration Cigar has renewed its sponsorship of the 11 p.m. news program with Kenneth Banghart, the sponsor's "only broadcast expenditure in the New York market."

KLZ's Terry Recuperating

HUGH B. TERRY, president and general manager of KLZ-AM-FM-TV Denver, was released from a hospital last week following six weeks of rest and physical check-up. His weakened condition resulted from efforts involved in getting KLZ-TV on the air last November. Mr. Terry is expected to be back at his desk by mid-March after a recuperation period, according to Harry E. Huffman, chairman of the board, Aladdin Radio & Tv Inc., licensee.

WBIG, WAIR Get Rights

WBIG Greensboro, N. C., has acquired radio rights to the 1954 baseball games of the Greensboro Patriots, Carolina League, according to Allen Wannamaker, WBIG general manager. Add Penfield will handle play-by-play. WAIR Winston-Salem, N. C., has acquired rights to games of the Winston-Salem Twins. Johnny O'Neill will announce.

49% of WJR Staffers Hold Station Stock

FIFTY employes of WJR Detroit, comprising 49% of the total staff, are stockholders in the station, President John F. Patt announced last week at an annual meeting of the board of directors.

Mr. Patt said, "This stock ownership with the resultant close integration of employes and management with ownership has established a mutuality of interests with everyone working together to accomplish company objectives. This teamwork . . . (is) WJR's assurance of further success and progress."

He also noted the number of Michigan stockholders has increased to 921 as a further indication of WJR's integration in the area it serves. Total number of stockholders is 1,264, Mr. Patt revealed.

WFMY-TV Completes Tower, Plans New Station Building

COMPLETION of the new 759-foot tower and antenna of WFMY-TV Greensboro, N. C., was announced last week by Gaines Kelley, general manager. The structure is the first part of a $1 million expansion program planned by the ch. 2 station.

A new station building is expected to be completed by September, when WFMY-TV celebrates its fifth anniversary, at which time it will increase power to 100 kw, already authorized by the FCC.

GAINES KELLEY (l), general manager, WFMY-TV Greensboro, N. C., and William E. Neill (r), WFMY-TV chief engineer, congratulate Ben Marak, vice president-general manager, Allied Construction Co., upon completion of the station's new tower.

Embury Buys WKID-AM-FM

WKID-AM-FM Urbana, Ill., has been sold by Gene Phillippe and Robert E. J. Snyder for $72,500 to Allan H. Embury and associates, according to Blackburn-Hamilton Co., station broker. Application has been filed with FCC. Mr. Embury is former owner of KPIG Cedar Rapids, Iowa. WKID is assigned 250 w daytime on 1580 kc.

WVOM's Hoffman Dies

MAX HOFFMAN, 59, Boston manufacturer and founder of WVOM Brookline, Mass., died at his home there on Feb. 20 after a heart attack. In addition to his association with WVOM, in which he owned approximately 28.5% interest, he was president of Dubbleware Inc., and treasurer of M. Hoffman Co. (overall manufacturer).

The WOOD-TV Story

GROWING pains and pleasures of a local tv station, vhf ch. 8 WOOD-TV Grand Rapids, Mich., received full feature treatment, plus two-page picture spread, in the Feb. 20 issue of *Business Week*. Cover of magazine has a picture of station vice president, Harry M. Bitner Jr., in studio with home-maker show on air, one of 70 weekly local live programs which are key to WOOD-TV success. Story ranges from station's financing to philosophy and is preceded by article on status and future of tv industry as a whole.

11 Radio-Tv Executives On Europe, Near East Tour

AN EDITORS' TOUR composed of 30 owners and executives of radio-tv stations and newspapers is on a month-long junket by plane through Europe and the Middle East to obtain first hand knowledge of critical world problems. Starting Feb. 24, the itinerary calls for visits to Frankfurt, Berlin, Cologne, Bonn, Dusseldorf, Vienna, Belgrade, Athens, Istanbul, Teheran, Rome, Paris and London, ending March 28 in New York City, where it started.

Opening feature of the tour was a party given in Washington by Robinson McIlvane, Assistant Secretary of State, just a few hours before departure time from N. Y. Representatives from the radio-tv industry included: Benjamin Franklin, KNUJ New Ulm, Minn.; David W. Howe, WJOY Burlington, Vt.; E. Z. Jones, WBBB Burlington, N. C.; Corinne A. Kraus, WDLB Marshfield, Wis.; J. D. McMurray, WRJN Racine, Wis.; F. W. Meyer, KMYR Denver, Colo.; William Smullin, KIEM-TV Eureka, Calif.; Patricia C. Smullin, KBES-TV Medford, Ore.; George R. Turpin, KEVY Provo, Utah; Dee Walker, KTLW Texas City, Tex., and Carla B. Keys, WFLO Farmville, Va.

McLendon Not at KMPT (TV)

GORDON B. McLENDON went to Oklahoma City for four days at the invitation of the KMPT (TV) board of directors to consider purchasing of the uhf ch. 19 station, Mr. McLendon said last week. He said he had not taken over management of the station, now in the process of reorganization under the bankruptcy laws, as reported in local news stories [B•T, Feb. 22]. After surveying the situation, Mr. McLendon said he found the station "too far gone" to permit the purchase of any interest. KMPT is now operating under a receiver, who has to April 12 to submit a plan of reorganization.

KICD's Sanders Disputes WOI-TV Commercial Status

WOI-TV Ames, Iowa, created as an educational station, is no longer justified in operating competitively with commercial stations, according to Ben Sanders, KICD Spencer, president of Iowa Broadcasters Assn. Mr. Sanders made his statement in reply to a member of the State Board of Education, Richard Block of Burlington, who has recently reversed his longtime stand against commercial operation of WOI-TV.

Questioning the right of the state government to compete with the people it represents, Mr. Sanders said, "Such a philosophy is dangerous to a true democracy, and especially dangerous when voiced by the very people charged with overseeing the education of our

In Memphis and the Mid-South the ladies are....

"Shopping at Home"

with OLIVIA BROWNE

Yes, 9:30 A.M. Monday through Friday finds WMCT's feminine listeners tuned in for the latest household hints and shoppers' specials, done up "a la Browne." It's a breezy package, featuring Cathy Bauby with her expert guidance on fashions, exercise and charm. For participating spots, loaded with "sell," see your nearest Branham office.

WMCT
CHANNEL 5 • MEMPHIS

NOW 100,000 WATTS

Memphis' first TV Station
WMC WMCF WMCT
National Representatives
The Branham Company

NBC-TV-BASIC
Also affiliated with ABC and DUMONT
Owned and Operated by
The Commercial Appeal

youth. . . . Where can there be any free enterprise in a state-owned, tax-supported institution such as WOI-TV entering into direct competition with privately owned operations in the same field?

"We have not objected to WOI-TV in Ames carrying the network commercial programs so long as there were no facilities in Central Iowa to serve the viewing public. But now these facilities are available and they're constantly increasing. We see absolutely no justification for WOI-TV, a station whose very creation was intended for educational purposes, to remain in competition with private industry."

Mr. Block has recommended that the U. of Iowa apply for a commercial facility at Iowa City, Mr. Sanders said.

KIMN Inc. Buys KFEL For Reported $300,000

SALE of KFEL Denver (5 kw on 950 kc) by Eugene P. O'Fallon to KIMN Inc. was announced last week. It is subject to FCC approval. Although no price was announced, it was understood to be around $300,000.

KIMN Inc. is a subsidiary of the Ogden (Utah) *Standard-Examiner* (KLO), which is 62% owned by A. L. Glasmann and family, and 12.5% by Mrs. George Hatch. The Ogden newspaper is minority stockholder in KMON Great Falls, Mont. Mr. and Mrs. Hatch are controlling stockholders in KALL Salt Lake City, and of the Intermountain Network. Mr. Glasmann is president of KIMN Inc. and Collin W. Lowder, KLO manager, is vice president and manager.

Call letters of KFEL will be changed to KIMN, it is understood, and it will become the Denver key for the Intermountain Network. All personnel of KFEL will be retained, it was announced, except for the above new officers. Station is affiliated with MBS and is represented by John Blair & Co.

Mr. O'Fallon will continue in the operation of KFEL-FM-TV, it was announced.

Tv Station Delayed By Zoning Dispute

A DISPUTE inspired by a local zoning board over the tower height of Northwestern Broadcasting Co.'s outlet on uhf ch. 32 in Evanston, Ill., has compelled the station to delay its operation target date beyond next May or June.

The Zoning Appeals Board of the Chicago suburb last year urged the Common Council to forestall construction of a 400-ft. tv tower. The council reversed the board's recommendation past a fortnight ago by a 14-4 vote, and last Tuesday formalized its action by approving application for a 250-ft. tower, 15-3. The board serves as a quasi-advisory body.

Northwestern originally proposed a 400-ft. tower on its own property, now classified as "unrestricted—industrial," but scaled the height estimated down to 200 ft. Mr. Pfaff feels neither figure is too high and conforms with CAA regulations, citing WTMJ-TV's 1,035-ft. antenna in Milwaukee.

Northwestern Broadcasting Co.'s principals are Angus D. Pfaff, vice president and general-commercial manager of WNMP there, and Howard S. Martin, a businessman. WNMP is licensed to Evanston Broadcasting Co.

It's 'Thomas' at KXOK

C. L. (CHET) THOMAS general manager of KXOK St. Louis, was incorrectly identified as "C. L. Huntley" in B•T's Feb. 22 story telling of that station's public service programming in 1953.

L. A. Papers Begin Sponsor Ads in Logs

New 'Program Finders' were developed by James H. Hartnett, who believes them the answer to the free-or-paid listing controversy.

NEW contribution to the radio-tv log controversy [B•T, Feb. 15] is introduced in Los Angeles today (Monday) when logs of the "big five" metropolitan daily newspapers (*Examiner, Times, Herald-Express, Mirror* and *Daily News*) will appear with sponsor-paid advertising listings at a single combined rate.

Developed by James H. Hartnett, head of the newly-formed James H. Hartnett Co., Los Angeles and San Francisco advertising and publishers representative firm, the new formula retains the radio-tv log as a public service feature but offers "billboarded" space listings to the sponsor rather than to the station.

Similar plan has been in use by the Chicago *Tribune* [B•T, Feb. 8].

Although the number of paid-for listings in the Los Angeles dailies today were few, executives of the Hartnett Co. considered the initial effort "as good" and reported an enthusiastic response by the various advertising agencies and sponsors contacted. They expect the momentum to grow.

Appointed to represent exclusively the five newspapers' radio-tv logs, the new firm is contacting advertising agencies and sponsors alike, offering 8-point boldface listings ranging from a minimum two to a maximum four column lines. The paid-for listings, termed "Program Finders," are uniform in the logs of all five dailies, reaching an estimated combined 1,500,000 circulation in the nation's second largest market area.

A variety of type faces and styles of entries are offered at a combined five-paper rate of $11.19 per column line weekdays. The weekend rate for log listings is $14.73 per line in the Saturday *Herald-Express, Mirror, Daily News,* Sunday *Examiner* and Sunday *Times.* Rate for the two Sunday newspapers only is $8.49 per line.

Mr. Hartnett declared that the "Program Finders" are designed primarily to benefit "the most important man in the picture—the sponsor himself."

"Although the sponsor has had no voice in the matter, he actually deserves the first consideration" was Mr. Hartnett's contention. "The day finally has arrived when he may dictate how his program is listed in the newspaper logs and the cost is a mere fraction of the total expense of his program."

Mr. Hartnett believes "Program Finders" is the "satisfactory solution for all concerned" adding that "the newspaper will enjoy revenue from heretofore dead space that has become even more valuable with increased newsprint and production costs."

The Hartnett firm plans to expand its operation to San Francisco, Portland and Seattle before the year-end if the Los Angeles formula is successful.

WSBA-AM-TV York, Pa., appoints Adam J. Young Co. as national representative for the Susquehanna Broadcasting Co. stations. Signing (l to r): Phil Eberly, stations sales manager; Adam J. Young Jr. of the representation firm, and C. L. (Chick) Doty, stations vice president-general manager.

ANPA Is Interested, Too

INFORMATION on how member newspapers handle radio and tv logs has been requested by the American Newspaper Publishers Assn. The request was contained in the latest ANPA bulletin distributed to newspapers, and up to late last week, according to an ANPA spokesman, no responses had been received. Newspaper practices on radio and tv logs have become a revived issue because of recent decisions of some newspapers to start charging advertising rates for publishing such information.

KTEN (TV) Sets Rate Card Based on Agency Suggestions

KTEN (TV) Ada, Okla., permittee for vhf ch. 10 was aided by 36 advertising agencies in setting its time charges, according to the station which last week issued its first rate card effective next May. In December 1953, station Vice President Bill Hoover sent blank cards and market data to the top 100 agencies with the suggestion that since the recipients were well versed in equitable rates, KTEN would be guided by suggestions in establishing its card [B•T, Dec. 21, 1953].

Mr. Hoover said that slight changes were made to the average suggestions in anticipation of increased set circulation by the time KTEN starts operation later this year. One time rate in class A periods ranges from $300 for one hour to $25 for 10 seconds.

H-R Salesmen See WELI Show

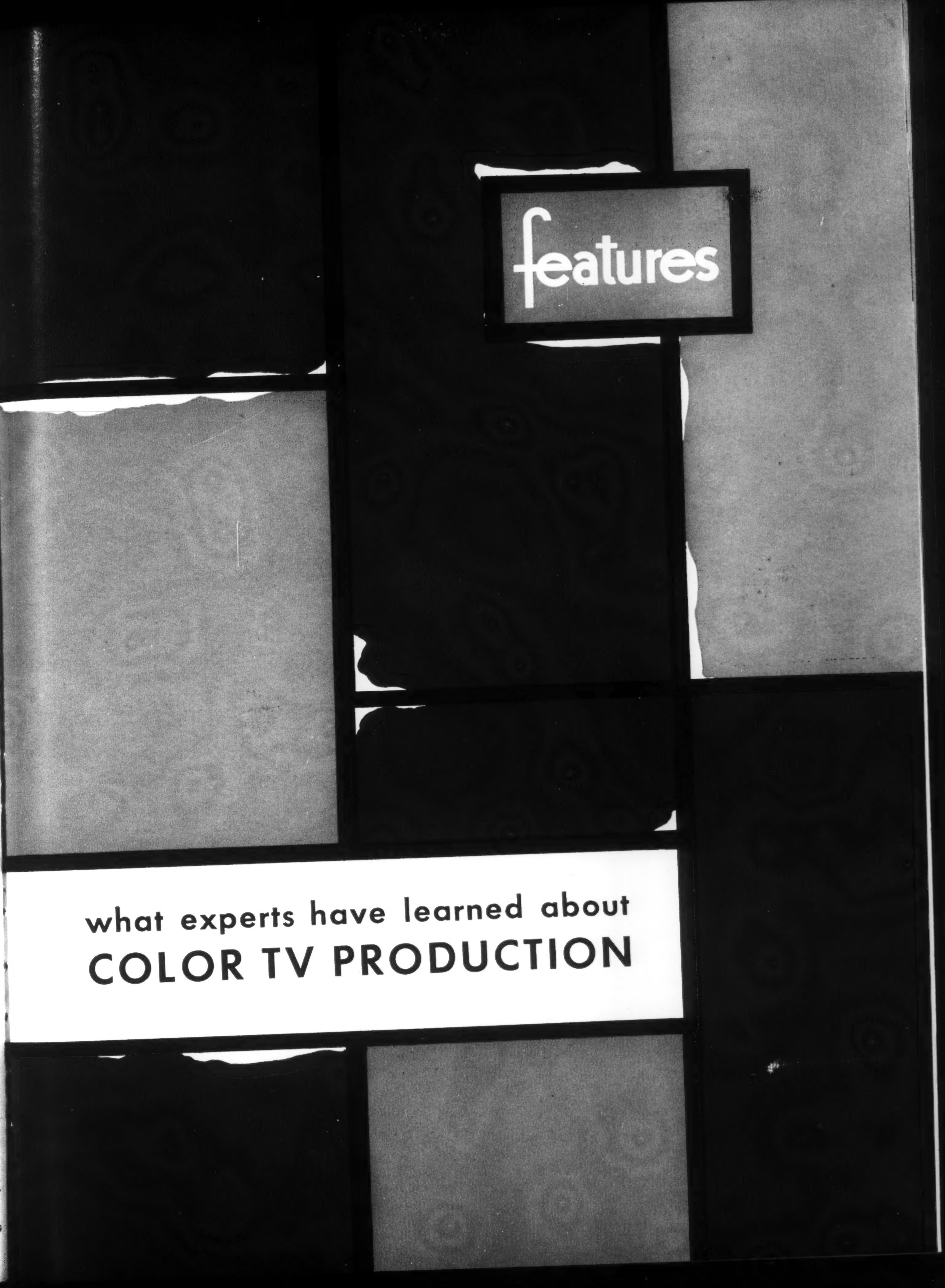
PRESIDENT Frank Headley of H-R Representatives, New York, led a contingent of the representation firm's sales force in a visit Feb. 19 to WELI New Haven, Conn. The H-R group attended an "on the air" performance of WELI's *Bud Finch Show.*

Representative Appointments

WQAN and **WEJL (FM)** Scranton, Pa., appoint Robert Meeker Assoc. as national representative.

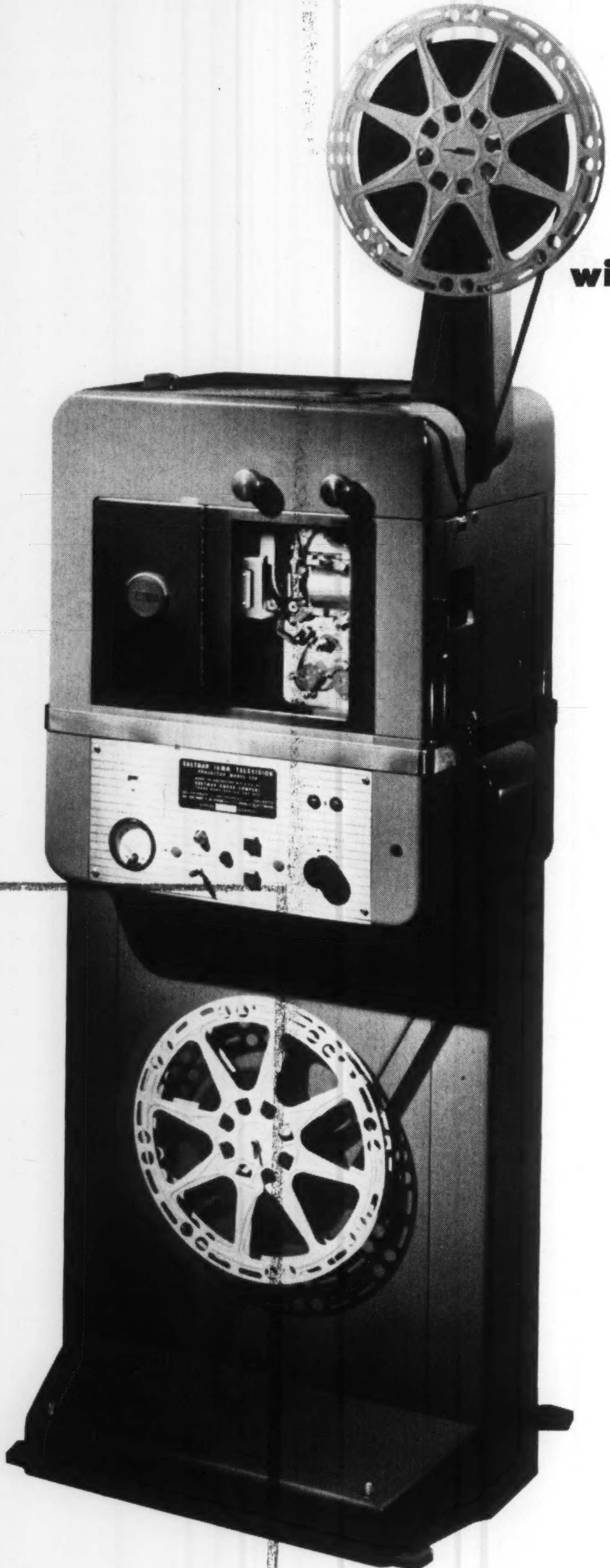
WKMI Kalamazoo, Mich, names Forjoe & Co. as its national representative, effective March 1. Station is owned by Steere Broadcasting, with Howard D. Steere as president.

KYA San Francisco names Adam J. Young Jr. Inc., Hollywood, station representative for southern California area.



features

what experts have learned about COLOR TV PRODUCTION



FIRST CHOICE

with Sponsor and Station . . .

With more and more money invested in film, advertisers are demanding better and better projection—insisting upon maximum quality at the tube—*quickest possible reaction to selling messages.* As a result, they favor stations using the Eastman 16mm. Projector, Model 250.

Six reasons why the EASTMAN 16MM. TELEVISION PROJECTOR, Model 250, rates A-1 with everyone . . .

1. **Variable Transformer** permits raising or lowering level of illumination to accommodate material used. Tungsten light source—protected by standby lamp.

2. **Increased Signal Strength:** Optical system allows use of high red and infrared absorbing filter. Assures clearer pictures, greater signal strength.

3. **Still-Frame Projection:** With unwanted radiation removed, and separate drive for shutter, single frame of film can be left indefinitely in gate.

4. **Refined Sound System with low flutter and distortion** gives optimum results for either emulsion position.

5. **Projection Optics:** An *f*/1.5 optical system corrected for the 12:1 magnification required by television provides truly high resolution.

6. **Lower Maintenance.** Heavy-duty mechanism designed for long life, trouble-free operation, minimizes repairs. Model 250 is available for prompt delivery.

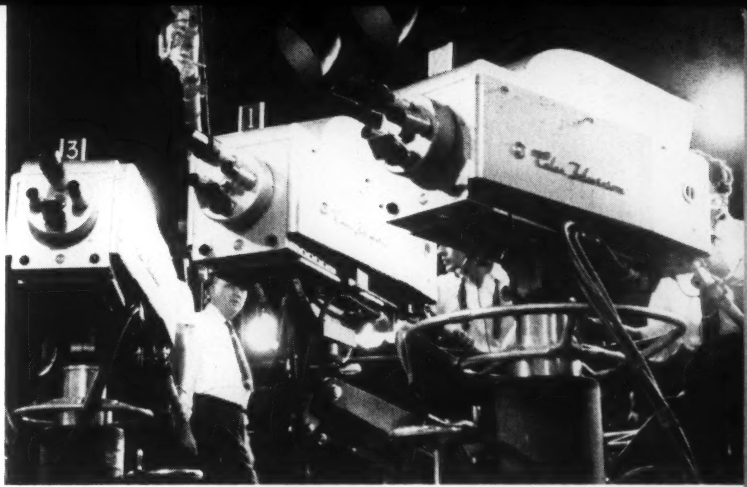
For further information address:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

COLOR TV PRODUCTION



IT WILL BE ALMOST AS EASY AND CHEAP AS BLACK-AND-WHITE

by Bruce Robertson

BY THE time color television has acquired a significant audience, putting a program on the air in color should entail no more time, little more personnel and not too many more dollars than it now takes to produce a show in black-and-white.

This conclusion may be at odds with popular fears that color will cost more money than any but the richest sponsors can afford. But it is based on the practical experience of men who actually have been staging color programs.

Interviews with key members of NBC-TV's color corps, who have done more compatible color productions than anyone else, and with the top expert at CBS-TV, which has been producing a weekly colorcast, reveal unanimous agreement that once the present period of pioneering is completed, color tv production will cause no more ulcers than are now caused by black-and-white.

Color telecasting is now going through an experimental period which closely parallels that which black-and-white tv went through in its early days, according to Barry Wood, executive producer in charge of color coordination for NBC.

"When television was first starting," Mr. Wood told B•T, "it took three or four weeks to get a show ready for the air and it now takes about that long for color. Just yesterday the producers of a program were in here for their first conference about a show that won't go on the air for two and a half weeks. They had some ideas for color lighting they wanted to take up with the lighting consultant assigned to the program, and some others to talk over with the scene designer. We like to get these matters worked out well in advance, to avoid wasting time when the show moves into the studio for camera rehearsals.

"Actually, there's no need for a color show to take more than a day longer than a black-and-white program, so far as studio facilities are concerned," Mr. Wood said. "And eventually, when we're all more experienced in putting on colorcasts, they ought to take no longer than today's monochrome schedule."

A major reason why color shows take longer today, he explained, is that their producers, while skilled at black-and-white production, need training when it comes to color. "We could save time by telling them that some of their ideas just won't work," he said, "but whenever at all possible we'd rather let them try them out and see for themselves what happens. That way, they really learn about color tv and in the long run we think it's going to make them better color producers—and to make for better color programming—than if they just had to take our word for it."

When the experimental colorcast of P. Lorillard's *Judge for Yourself* was in preparation, Mr. Wood reported, the agency representative thought that the blue velvet against which the golden tobacco leaves were to be displayed for one of the commercials should be a lighter shade than that selected by the network color consultant. So a new piece of velvet was obtained and put on the table and the commercial gone over again on camera.

Value of Experimenting

"The new blue was obviously too light, so they had to pull the system down and that threw the skin tones off, so it was agreed to reinstate the original material," Mr. Wood said. "This took a little time, but we feel it was well worth it."

Every NBC-TV commercial program will be given at least one colorcast during the year, Mr. Wood said, as part of the network's program of giving everyone involved with tv production a chance to try things out for himself. During this "introductory year" all color costs, above the normal program expenses, are being underwritten by NBC, with no charges for color passed on to the clients. In addition, color clinics are being held for agency groups, giving them an opportunity to see how their clients' products look in color tv. All the information acquired in color experiments will be passed along to stations, advertisers and agencies which, in the not-too-distant future, will be handling colorcasts as regularly as they now do programs in monochrome.

Meanwhile, careful cost records are being made for all colorcast programs and compared to similar cost breakdowns for their normal black-and-white telecasts to determine just how much more expensive color actually is, from a program production standpoint, and how that extra cost is distributed among the various factors comprised under the general head of production. These cost analyses will also show whether color is going to add appreciably more to one type of program than to another.

This accounting has been under way for several months, and Mr. Wood expressed the hope that soon NBC will be ready to release preliminary findings.

To provide criteria for color selection, which will answer questions like that of the right shade of blue velvet in advance and without the necessity of going through the time-consuming trial and error process, NBC's art director and color consultant, Norman Grant, is in charge of a program of developing standards for make-up, costumes, scenery and product displays that are to be used in color television. These standards will serve as guideposts to any qualified artist, enabling him to make his way around in color tv as well as he now can in the world of painted and printed art.

Noting that color harmony is as much a matter of order as harmony in music—color being a visual sensation psychologically similar to the auditory sensation of music—Mr. Grant said that his staff is basing its experiments with painted colors on a system of color harmony that is widely used by artists and designers. NBC is also keying this system of color chips which are used in matching painted colors into the Munsell gray scale for light reflectant measurement.

When the tests are completed, he explained, NBC will have three measurements for each color: first, its location on the gray scale for black-and-white telecast (and that will be very important as long as most tv homes are equipped for black-and-white reception only); second, the way it looks on the color tv system, and finally, how it appears to the naked eye.

"That means," he said, "that we'll have three color chips to represent a single color, allowing us the compatibility information necessary for our compatible tv system."

Similarly, work is going on with the ink and dye industry to establish tv standards for the colors used in commercial packaging. Certain families of colors come across on camera differently than they look to the eye when viewed directly, due to pigments in the dyes which the camera detects but the unassisted eye cannot.

Probably the most difficult field in which to set standards for telecast colors is that of fabrics, as here the texture as well as the dye is a factor. The color sensation derives from light reflected from the object to the eye—or the camera—and texture as well as color is involved. If four different fabrics are all dyed with the same dye, they'll come out in four different colors because of their different weaves.

One of the most pressing fabric problems for color tv comes in the costume field. Costumes available for rental were mostly made for stage use, where they are brightly lighted and where the audience sees them at a distance. This doesn't matter when they are to be used on black-and-white tv, but they're much too high in value for color and must be toned down by retrimming or even redyeing. In many cases the only thing to do is to start from scratch and make new costumes for the program, Mr. Grant said.

Flesh Must Look It

Make-up is probably the most critical color problem of all those confronting the television producers. The viewer at home can't know what color dress the blonde singer is wearing, and as long as it looks all right he doesn't care much whether it's pink or blue. He does know darn well what color her face ought to be, and if it's blue he doesn't need a tv engineer to tell him something is wrong with the picture. (That's the reason colored lights can't be used to change costume colors, especially in close-ups in colorcasting.) There is the added problem of getting flesh tones that look well on black-and-white tv as well as in color.

Working closely with the Max Factor cosmetic house, naturally interested in what will undoubtedly develop into a large new market for its products, NBC can report that after about six months of experiments, substantial progress has been made toward getting the proper type of cosmetics for color tv. The Max Factor lab technicians on the West Coast make up powders, creams and rouges and send them to the NBC make-up artists who try them out and send them back with reports on how they looked on camera and suggestions for further changes.

As is the case with costumes, stage make-up is generally not suited to color tv use, NBC soon discovered. Instead of the high colors which are required on stage, subdued tones are best on the tv camera. The compatible tv system picks up the natural red of the skin and lips so well that in most instances it must be lightened rather than emphasized to appear natural to the home viewer. With men, the lips are blanked out completely and the women's lips are toned down. If women have good, light complexions they need almost no make-up, just a thin base coating.

Color is their business. (L to r) Norman Grant, NBC art director and color consultant; Stan Parlan, NBC color film consultant; Barry Wood, executive producer in charge of color coordination for NBC; Reid Davis, technical supervisor of NBC's colorcasts.

With a pancake make-up now available in place of the panstick used a year ago, make-up for color tv is now easier to apply and to remove, and the process now requires less make-up and less time than formerly. "We're sure we're on the right track and probably the best proof is that CBS is now using the same Factor line that we helped develop in its color programs," Mr. Grant stated.

"When all the standards now in the works are established, we'll have yardsticks to tell what colors can be reproduced well as they are and how to change those that can't, what combinations of colors should be used, what combinations of colors and flesh tones, and what background colors," Mr. Grant said. "Distance is a factor, and backgrounds show up more vividly on the tv system than they do to the eye in the studio.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

Paul Tripp Show every Tuesday, 5:30-6 p.m. (sustaining).

NBC-TV

March 8-9: *Ding Dong School,* 10-10:30 a.m., Monday and Tuesday (sustaining).

March 13: *NBC Opera* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: *Name That Tune,* 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

March 19: *On Your Account,* 4:30-5 p.m., Friday (Procter & Gamble through Benton & Bowles).

March 22-23: *Three Steps to Heaven,* 10:45-11 a.m., Monday and Tuesday (Procter & Gamble through Compton Adv.).

March 31: *Eddie Fisher,* 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

April 18 (Easter): *Frontiers of Faith,* 1:30-2 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]

"These standards won't replace or reduce the need for creative ability in the slightest," he emphasized. "They're merely yardsticks to help the artist measure the new aspects of this new medium of color television and to let him get on with his creative function without wasting time on technical problems for which we can provide the answers."

In no place will the creative man be more needed, nor more valuable, than in the production of commercials for color tv. A good graphic arts man will be an essential addition to the staff of every tv station that wants to provide color commercials for its local advertisers, even if only on slides and films, Mr. Grant firmly believes. "And by good, I mean on a par with a recognized agency art director—a man who knows color and design," he said.

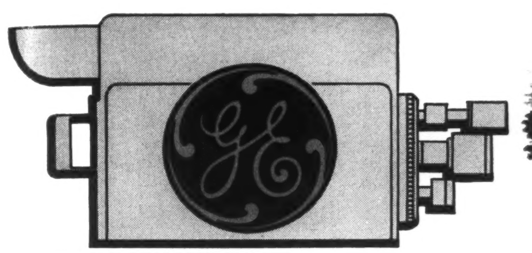
Importance of Art

With color, a black-and-white photograph of the product or of a magazine ad no longer provides the base for a tv commercial. The art work must now be complete in design, detail and color, which may call for a high degree of color photographic skill to produce slides that give the desired effect. And, since color adds a depth to the picture to produce a third dimensional effect that is not there in black-and-white, the products themselves, particularly packaged goods, should be used instead of flat pictures wherever possible. This calls for proficiency in handling lighting, so that shadows will not blot out parts of the package.

"The station art man is going to have to be an all-around expert," Mr. Grant said. "Therefore, he's going to be expensive. But unless I'm completely wrong, the demand for color commercials from local as well as national advertisers is going to be so strong that a top-notch art director will be the most valuable asset the station has."

There is no doubt among the NBC people who have worked with color that commercials on color tv are going to have an impact never before achieved by any advertising medium: "Sponsor identification is going to jump sky high with color," Reid Davis, technical supervisor of NBC's colorcasts, told B•T. After a recent color program, he reported, a viewer told him, "I've seen that package in our kitchen a thousand times, but I never really saw it until just now on the tv screen."

Color may help some programs more than others, but there is scarcely a product that is not presented more effectively in color than in black-and-white, the NBC experts firmly believe. For foods, color is a natural; a commercial for Royal Gelatin on a *Howdy Doody* colorcast "made you want to eat it right off the screen," Mr. Davis reported. A man of extreme enthusiasm about his work, Mr. Davis added: "If you put a cherry pie and Marilyn Monroe on the same color program, when it was

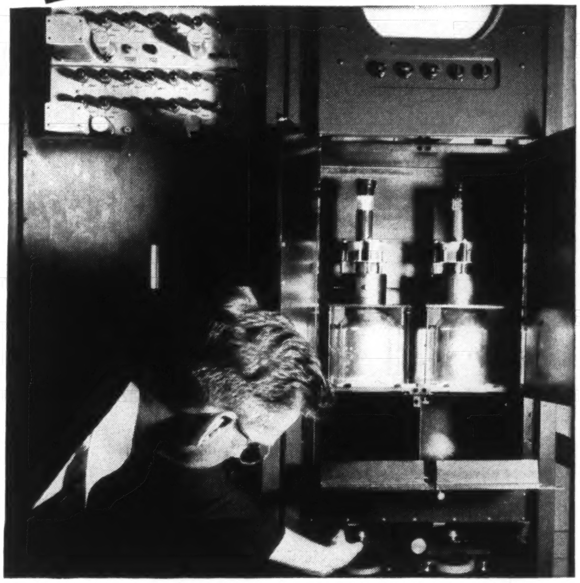


TELEQUIPMENT NEWS

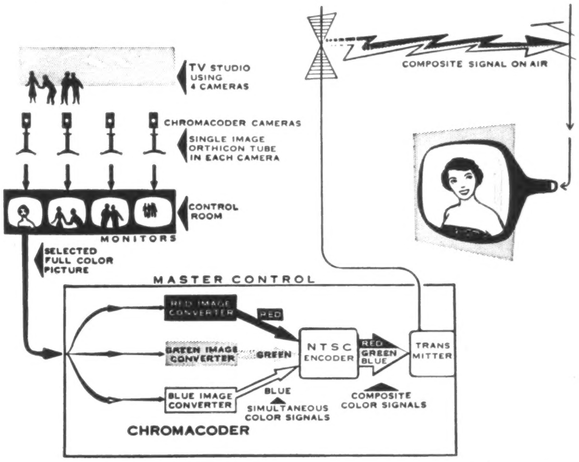
Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

COLOR CAPSULE EDITION

GENERAL ELECTRIC MANUFACTURES CBS COLOR TV EQUIPMENT



CHROMACODER TRANSLATES PICTURE SIGNAL. Just as in monochrome, the picture selected for transmission is in the form of a single picture signal. In the Chromacoder development model illustrated above, it is then translated into three simultaneous picture signals...red, green and blue. The normal processes for transmission which follow, supply the approved NTSC *compatible* signal to any home receiver.


COMPOSITE SIGNAL ON AIR
TV STUDIO USING 4 CAMERAS
CHROMACODER CAMERAS
SINGLE IMAGE ORTHICON TUBE IN EACH CAMERA
CONTROL ROOM
MONITORS
SELECTED FULL COLOR PICTURE
MASTER CONTROL
RED IMAGE CONVERTER
RED
GREEN IMAGE CONVERTER
GREEN
BLUE IMAGE CONVERTER
BLUE
NTSC ENCODER
RED GREEN BLUE
TRANS MITTER
SIMULTANEOUS COLOR SIGNALS
COMPOSITE COLOR SIGNALS
CHROMACODER

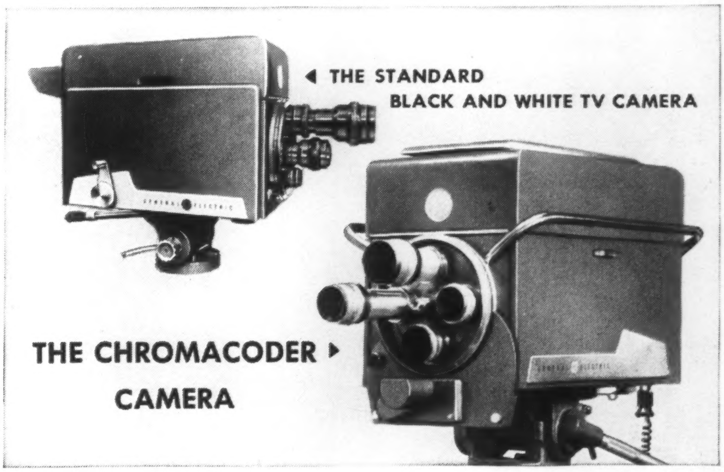
FROM STUDIO TO HOME RECEIVER...IN FULL COLOR! The simplified design of CBS' system is shown in this diagram. Single image orthicon tube cameras pick-up the studio show. A selected full-color picture is then fed into the Chromacoder for conversion to simultaneous red, green and blue images. Then, the NTSC encoder forms a single color signal for transmission.

CHROMACODER PICK-UP IN PRODUCTION AT SYRACUSE.
System Achieves Lower Operating Costs... Improved Color Camera Flexibility!

Equipment developed by CBS Laboratories Division for use with the recently approved NTSC system of color television broadcasting will soon be rolling off the production lines at General Electric headquarters in Electronics Park. Chromacoder pick-up gear is on a crash-order basis to speed its delivery and installation at many of the nation's leading television stations. The simplified design and construction of these units make color programming a practical reality.

Basically, Chromacoder equipment is superior to existing three-tube pick-up gear in these important respects:

1. **Lower maintenance and operating costs.** A reduced number of tubes and components is used. Less technical labor is required.
2. **Maneuverability and operating flexibility.** The Chromacoder camera is the same size and design as its black and white counterpart and weighs 75% less than the three-tube camera.
3. **Stability.** One B&W Image Orthicon tube is used. Operating controls are essentially the same as black and white without any registration problems.
4. **Efficient Operation and Maintenance.** Less associated equipment is required. Color balance and registration functions are performed by *only one additional operator* at the central, fixed Chromacoder location. A single Chromacoder can be used with any number of cameras or studios regardless of their location.
5. **Outdoor and remote color use.** It is necessary to move only the cameras which are of compact, lightweight design.
6. **Improved B&W reception** is an important asset of this equipment.
7. **Simplified television recordings.**


◀ THE STANDARD BLACK AND WHITE TV CAMERA
THE CHROMACODER ▶ CAMERA

There is little obvious difference between a standard Black and White television camera (left) and the CBS Chromacoder camera. Size, shape, weight, simplicity of design, rugged operation, economy and flexibility are important virtues of both.

EDITOR'S NOTE: Know more about this improved color gear. Write for complete details or contact a local G-E broadcast representative. *General Electric Co., Section X234-1, Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC

THREE RULES FOR NOVICES IN TV COLOR

EVERY beginner in color tv should memorize three simple rules, according to E. Carlton Winckler, production manager of the CBS Television Network, whose responsibility extends to all CBS colorcasts as well as the network's monochrome programs.

1. Don't get panicky. There are extremely few problems that can't be solved one way or another.

2. Don't listen to self-appointed experts. Try your ideas out on the camera, which hasn't read the book and so doesn't know it can't be done.

3. Remember that color television is now in the same experimental stage that black-and-white tv passed through only a few years back, when many of the things done easily today were considered impossible.

With those three points in mind, the color novice can proceed with the job of adding color to his black-and-white shows. Actually it is much easier than he imagines, Mr. Winckler said. There are many more similarities than differences between color and black-and-white tv, and color eliminates as many production problems as it creates.

For example, Mr. Winckler pointed out that shiny things are tabu in monochrome tv, where they appear surrounded with a black halo, but in color they show up as attractively as in real life.

Make-up has been no problem; just use less than black-and-white. Lighting is no problem, either; just use more than black-and-white, about twice as much, but use it in exactly the same way.

Costumes are much more important in color than in black-and-white tv, Mr. Winckler said. The proper costume can build up an actor's personality; the wrong one will tear it down.

Less scenery is needed for color and what there is should be of simpler design. A good set for a black-and-white telecast would be much too busy and distracting for colorcasting, Mr. Winckler noted, but he warned against making it too simple. A plain solid color background will not come through consistently over a large area, he said, advising the break-up be done architecturally, in three dimensions, rather than with paint.

MR. WINCKLER

For cost-conscious producers, Mr. Winckler offered the comforting news that CBS has found that colorcasting calls for no more stagehands or electronics personnel than black-and-white telecasting. It takes twice as long to prepare a program for its first colorcast as to put it on the air in monochrome, he said, but once the crew gets over its amazement at color and becomes accustomed to it, color takes no longer than black-and-white.

After putting on the Friday evening *New Revue* color program for 12 weeks, Mr. Winckler stated that while its cost was high to start it has tobogganed since, as the producing staff has learned to foretell what will and what won't work and is saving time formerly spent in the trial and error process.

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over the viewers would be talking about the cherry pie."

Color is good not only for foods, but also for cosmetics, dresses, drapes, floor coverings, furniture and, in fact, every kind of product you can think of from automobiles to wallpaper, according to NBC's color-experienced producers.

Unlike monochrome tv, in which the majority of packages have to be repainted to show up well, color tv shows existing packages to advantage. Better than three-quarters of the more than a hundred packages tested to date have come through the system literally with flying colors with little or no retouching necessary. "This is no small tribute to the nation's commercial designers," Mr. Grant said, "that their work should stand up so well under the exacting eye of the color camera."

Backgrounds are very important to provide the right setting for the product. When *Zoo Parade* was colorcast, the blue, yellow, red and white Ken-L Ration package looked fine before a neutral background, but most packages require the use of complementary colors to make them stand out properly and hold their natural color. Frequently, the proper product backgrounds can best be obtained by use of colored lights on a neutral background material. There are cases of poorly designed packages which will look bad on color television as well as on the store shelf. In these cases, re-designing of the package is the only true solution.

Colored lighting effects, generally obtained by placing colored gelatins before spotlights, are widely used for mood effects in color programming as well as in the commercials. "Give me a light gray cyclorama and I'll give you any colored background you want, including pure white," Mr. Davis said. He warned, however, that the gelatins used at present were made for stage use and, like costumes and make-up, need to be re-designed under new standards specially for tv use. Research to that end is now in progress.

Colored lights are of tremendous value in color tv, he said, recalling the harpist on the *Garroway Show*, first seen in a white dress, before a black drape, the gold harp presenting the only note of color. "Then we threw a succession of colored lights on a revolving mirror-ball, which reflected them on the cyclorama and the result was sensational." In another program a dancer spun in and out of pools of colored light. "As long as she kept moving and we kept the cameras at a distance, the effect was fine, but her skin would have looked gosh-awful in close-up," Mr. Davis reported.

Outside of the use of color lighting, there is very little difference between color and black-and-white so far as studio operations are concerned, Mr. Davis said. The camera operations are identical (the cameraman still sees a black-and-white picture on his viewfinder). Color calls for three to four times as much light, but the lighting fixtures and their operation are exactly the same as for black-and-white. A day's training with color is about all that is called for.

The only added personnel needed for color are in the control room. "At present we assign one video man in the control room to each color camera," Mr. Davis stated. "That means that if we're using three cameras on a show we need two extra men. And that's all. Otherwise, the same studio crew that handles black-and-white programs can handle colorcasts just as well."

Even those extra men, who are now needed to control the contrast, brightness and color matching so that all cameras deliver the same hues to the monitors and hence to the home viewing screens, won't be needed long, Mr. Davis believes. Technical improvements in equipment will soon make more than one video man in the control room unnecessary, he feels.

A Problem in Balance

The job of color matching means, he said, balancing each camera in accordance to the color temperature in which it is to operate. This is relatively simple unless the temperature changes radically. For instance, Mr. Davis said that if an actor is shown leaving an interior scene and going out of doors, the camera picking him up inside where the color temperature is 2,900 Kelvin* could not follow him outside into a color temperature of 6,500 Kelvin without being rebalanced. However, a second camera, properly balanced for the outside temperature, could pick him up as he emerged and there would be no change from the inside pickup in the color of his clothing, etc.

This is no particular problem for scenes of short duration, but for extended outside pickups, such as a football game, which may begin in hot sunshine and conclude in cool shade, rebalancing may be necessary, which will mean taking that camera out of operation while it is being rebalanced. What is needed, Mr. Davis pointed out, is a set of filters which the color tv cameraman can use as a still photographer would when taking color photos under varying light conditions. Work has begun to develop such filters, he said.

With many programs and a large proportion of commercials on film for black-and-white tv, and expectations that film will be at least as important for colorcasting, a lot of experimenting with the preparation and telecasting of color film is now underway on all sides. NBC is encouraging agencies to begin shooting some of their commercials in film now, to gain experience themselves with what will look best to the color audience that will be here in a year or so.

Meanwhile, black-and-white prints of

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* *Kelvin is a scale of light intensity or color temperature. An ordinary incandescent lamp has a reading of from 2,800 to 3,200 Kelvin; sunlight, 6,500-7,000 Kelvin.*

TELECHROME THE ONLY COMPLETE LINE of INSTRUMENTATION for

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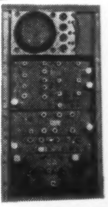
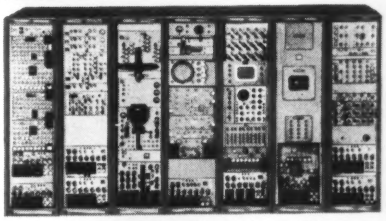


Chromascope (Signal Certification)

Phase Slope (Envelope Delay) Curve Tracer



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This new approach enables Tel-Instrument to realize radical economies in manufacture, and still maintain the highest degree of electrical and mechanical standards.

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these color films can be used immediately on tv stations and networks, so that only the extra cost of color stock and processing need be charged up to education.

"Our experience with the compatible tv system is that it reproduces any *good* color film faithfully and effectively," Stan Parlan, NBC color film consultant, said. "The system can handle all the colors and hues of the film spectrum. But if the original lighting, camera work and color harmony are not done professionally, then no degree of perfection on the part of the tv system is going to make that film look good."

While individual films will present individual problems, Mr. Parlan offered these general suggestions for the making of films for color tv:

- "Use flat lighting with plenty of fill light in the shadow areas. Avoid large dark areas in the scene.
- "Use plenty of close-ups and avoid sustained long shots. The color system is extremely effective on close-ups.
- "Avoid the use of optical effects as much as possible.
- "Use complementary colors in achieving color harmony and positive color separation between foreground objects and their backgrounds.
- "The color print for broadcast should have a relatively low maximum density to achieve what might be described as a rather 'light' or 'thin' print."

In making color film commercials or commercial programs, NBC recommends the use of 35mm film. Reasons, Mr. Parlan said, include: The superior quality of both picture and sound; the greater control which can be exercised in the laboratory processing and printing; the majority of color film commercials and programs used for network broadcasting will be on 35mm film; 16mm reduction color prints for local station use can be made from the original 35mm material; 35mm black-and-white prints can easily be made from the original color material for use on current black-and-white programs, enabling immediate amortization of the production cost.

35mm Projectors Promised

At present, the color tv film projection equipment available is limited to 16mm film, but with a number of manufacturers working on the problem it seems reasonable that 35mm projectors will be ready by the time there is a commercial audience for color tv. Mr. Parlan said that it seems probable the color film situation will parallel that presently existing for black-and-white, with the networks and major market stations using 35mm film and the other stations, for reasons of costs and local fire ordinances, using mostly 16mm film.

The time taken to process color film is at present a serious drawback to the colorcasting of news programs, where timeliness is of more importance than esthetic values. When, on Feb. 16, *Camel News Caravan* celebrated its sixth birthday on the air with the first colorcast of a tv news program, a feature story on Chiang Kai Shek's army on Formosa and a fashion show of Florida beachwear, which could be filmed in color well in advance, occupied much of the program's time, but filmed coverage of "today's news today" was in black-and-white.

ASCAP-TV LICENSE BATTLE DIES DOWN

Networks approved blanket licenses for themselves and their o&o stations. Blanket licenses in mail, per program contracts in final stages.

PEACE seemed slowly but surely settling over the ASCAP-tv front last week.

- The four tv networks signed blanket licenses covering not only network programming but that of their o&o stations as well.
- Blanket licenses were in the mail to more than 200 stations—both those which had taken out the original ASCAP tv blanket license, a five-year agreement that expired Dec. 31, 1953, and those which had signified their intention to accept blanket licenses when polled by the All-Industry Local Tv Music License Committee [B•T, Dec. 28].
- Per program licenses were in the final stage of preparation, with only a few minor details of wording still to be straightened out, and were expected to go to the printer this week and into the mail to stations expressing a preference for this form of license shortly thereafter. Tv station operators who asked a chance to see both forms of license will be sent both.

Terms of the new agreements are "precisely the same" as those proposed by the All-Industry Committee last December, Dwight W. Martin, General Teleradio vice president and committee chairman, said Thursday. The blanket licenses call for a commercial rate of 2.05% of revenue from the sale of time and a sustaining rate of the station's highest quarter-hour card rate per month.

Sees 20% Reduction

When the committee submitted the new terms to tv stations for approval before presenting them to ASCAP as representing the industry position, Mr. Martin pointed out that "this represents more than a 20% reduction below the present blanket contract that provides a payment of 2.475% on commercial business and the monthly sustaining rate of the highest half-hour card rate plus 10%. You will also note that it represents a considerable reduction from the present radio rates."

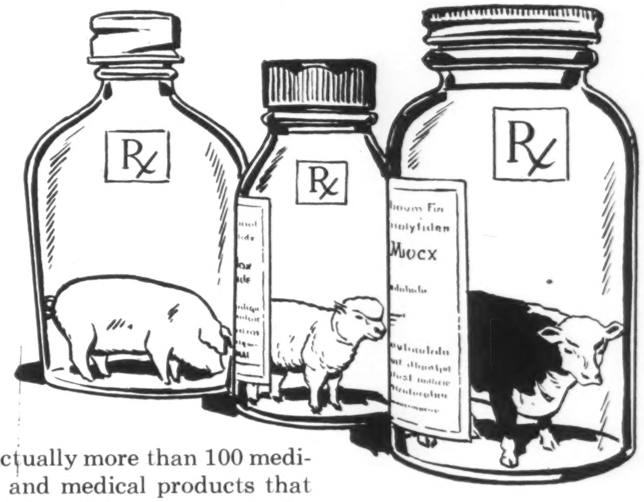
The new tv network blanket licenses are slightly higher than those offered to stations—2.475% of time sales, plus a sustaining fee of the highest half-hour rate plus 10% a month. This represents approximately the same reduction from the previous network licenses as in the case of station agreements. In both, the new terms now approximate 10% below the radio scale in place of the radio-plus-10% formula of the first tv blanket licenses.

The new per program licenses were described in Mr. Martin's letter to stations as calling for "a commercial rate of 9% on the net revenue from the sale of time or announcements during which ASCAP numbers are used, provided, however, that if such numbers are used only as background on films not made primarily for television, the rate would be 4%."

Upholding the principle of payment of fees to ASCAP only for programs actually containing ASCAP music (the point on which negotiations for per program licenses were wrecked three years ago), these licenses will not require any payment for announcements adjacent to programs containing ASCAP music unless the announcements themselves contain it.

The per program sustaining rate will be 3.5%

How many medicines in your doctor's kit come from a *Meat Packing Plant?*



Actually more than 100 medicines, and medical products that your doctor regularly uses in the practice of his profession *get their start* in a meat packing plant.

Among them are ACTH and cortisone for the treatment of arthritis, asthma, rheumatic fever, and other ailments, epinephrine for allergies and certain emergency heart conditions.

Other products include surgical sutures and fibrin foam which control bleeding to make surgery safer.

Many, like insulin for the control of diabetes, can be obtained from *no other source.*

To make these medical products available to your doctor the meat packing companies developed new facilities for saving or processing glands of meat animals, and in "partnership" with the medical profession, promote research for still more life-saving, health restoring medicines.

Perhaps you'd never thought of it before, but doesn't this important service make the meat packer a sort of right-hand-man to your own family doctor?

Did you know

. . . that it takes the pancreas glands from *1,500 cattle* or *7,500 hogs* to make a single ounce of crystallin insulin . . . that there are more than *4,000 individual companies* in the meat packing industry . . . that recovering *everything of value* (as glands for medicines) helps this service industry bring you meat at a *lower service cost* from farm to table than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

of the card rate applicable to each sustaining program period containing ASCAP music, with the proviso that the total annual sustaining bill shall not exceed 12 times the station's highest quarter-hour rate.

The new licenses, both blanket and sustaining, run for four years, retroactive to Jan. 1, 1954.

Tv stations which have not had ASCAP licenses, but have been using ASCAP music will have to make back payments to ASCAP, dating either from Jan. 1, 1949, or from the date when the station began operating if it was subsequent to that date. The retroactive payments were set at the old blanket license rate of 2.475% of commercial revenue and monthly sustaining fees of the highest half-hour rate plus 10%.

Ziv's Skelton Series Starts on 453 Stations

SOME 453 stations will carry the premiere broadcast this week of *The Red Skelton Show*, the Frederic W. Ziv Co.'s daily, half-hour transcribed radio series, it was announced last week by John L. Sinn, executive vice president of Ziv.

Mr. Sinn said a 30-market sale to a Michigan brewer last week raised the sales total above the 450-station mark which had been set as the goal when a sales campaign was launched in January. Mr. Sinn said 94% of all purchases by stations and sponsors were for the full five-times-per-week schedule, pointing out that this indicated "the increasing tendency towards multiple programming for greater impact of new shows."

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KANSAS CITY, MISSOURI

RCA NEARS BILLION DOLLAR GROSS, HIGHEST YET, ANNUAL REPORT SHOWS

Board Chairman Brig. Gen. David Sarnoff states 1953's $853 million is 22.9% ahead of previous high in 1952. Total tax bill is $75 million, more than double net earnings.

ALL-TIME record of $853 million in sales last year was announced Saturday in the 34th annual RCA report released by Brig. Gen. David Sarnoff, chairman of the board. The gross income was 22.9% ahead of the previous high of $694 million in 1952 and over 3½ times the 1946 total sales.

Net profit in 1953 was $35 million compared to $32 million in 1952, or $2.27 per share of common stock as against $2.10 the previous year, it was stated.

Sales of NBC last year, while not broken down in the report, set a new high and were described as "substantially above those of 1952" with television accounting for 80% of the networks revenue and radio 20%.

"Gross 1953 time billings for the NBC television network increased more than 18% over 1952, and reached an all-time record," the report said. "This gain was accompanied by a marked increase in the number of clients utilizing NBC's television facilities. Sales by the NBC Spot Sales Dept. and the stations which the network owns also showed gains for the year.

Cites Tv Network Growth

"During the year, the television network more than doubled the number of its affiliated stations, reaching a total of 168. NBC television programs can now be viewed simultaneously in 125 interconnected cities, including major markets in Canada and Mexico. The NBC radio network continued to grow from 206 to 211 stations."

NBC's total sales for 1953 were listed at $176,052,000, or 20.6% of the RCA total, compared to $162,521,000, or 23.4%, in 1952.

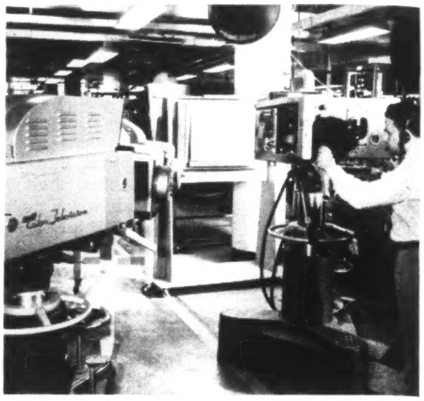
Gen. Sarnoff's report revealed that federal income taxes, social security, property taxes and othe rstate and local taxes totaled $48,279,000 in 1953, with another $27,394,000 in excise taxes. This made the 1953 tax bill total $75 million, or $5.39 per common share and more than double the year's net earnings.

Dividends totaled $19,963,000 in 1953, including $3.50 per share on preferred and $1.20 on common against $1 in 1952. A Dec. 4, 1953, dividend of 25 cents per share of common was declared for the first quarter of 1954. Total current assets are $349 million compared to $304 million a year ago. Plant and equipment additions amounted to $33 million.

Color television progress and FCC approval "of signal standards on which the RCA compatible color television system is designed to operate," set the pace for 1954 as the introductory year of color, which "holds great potentials for expansion of the industry," according to a joint statement by Gen. Sarnoff and Frank M. Folsom, RCA president, on behalf of the board.

They listed as significant advances the progress in color and black-and-white magnetic tape recording, ushering in "a new era of electronic photography"; first conversion of atomic energy into small but usable quantities of electrical energy operating electronic apparatus; continued development and application of transistors, pointing to "tremendous possibilities" for radio-tv sets and other electronic equipment.

RCA has intensified research, it was stated, with a larger and stronger organization as well as more manufacturing capacity and product diversification. "Our objective is to maintain the leadership of RCA in radio, television and electronics, to serve America and its people through production of the finest instruments and by rendering the most efficient and economical services," it was stated. "Our watchword is quality and our aim is to maintain the symbol 'RCA' as a hallmark of dependability, superior performance and progress."



FIRST color tv cameras roll off RCA's plant line at Camden, N. J., ready for final test. The cameras are now ready for initial shipment to networks and independent stations.

Among research projects listed are development of tri-color viewing tubes in various sizes, projection-type color tv receivers and an experimental tri-color camera tube designed to take the place of the three color pickup tubes used in RCA's present color tv cameras.

AT&T Reports Increased Net Income During 1953

CONSOLIDATED net income of AT&T and subsidiaries in 1953 amounted to $491,693,857, equal to $11.71 a share of common stock, as compared with $418,461,896, or $11.45 a share, in 1952, according to the annual report to stockholders issued last week by Cleo F. Craig, president.

As an example of the Bell System's expan-

WRTA
Altoona, Pa.

Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

sion, Mr. Craig cited the growth of the System's television network to 260 stations in 161 cities at the beginning of 1954, pointing out that more than twice as many cities and television stations are interconnected as compared with a year ago.

The System is planning for color television, Mr. Craig continued, pointing out that 18 cities received color pictures of the Tournament of Roses parade held in Pasadena on Jan. 1. He said that other lines will be arranged for color in accordance with the needs of the broadcasting companies.

Avco '53 Net Is Down; Crosley Bcstg. Corp. Up

ANNUAL report of the Avco Mfg. Corp., New York, showed last week that consolidated net income for the fiscal year ended Nov. 30, 1953, dropped to $3,368,598 from $11,028,927 in 1952, although sales for the 1953 fiscal year reached a record high of $414,783,527 as against $326,585,641. Most important single factor contributing to the decline, the report stated, was the excess in inventories created last July when the manufacturing and distribution organizations of Crosley and Bendix Home Appliance Divisions consolidated under the name of the Appliance and Electronics Division. Strikes also were noted.

During 1953, the report continued, Crosley conducted developmental work on Crosley television color picture tubes at the Batavia, Ill., plant, and in November became the first tv manufacturer to be licensed to produce the Chromatron tube. The report said that the company does not anticipate mass production of color tv receivers until sometime after 1955, but added that color tv has had an adverse affect on sale of black and white sets.

Crosley Acquisitions

It was reported that revenues and net earnings of Crosley Bcstg. Corp., wholly-owned subsidiary, increased during fiscal 1953 over 1952 and were the highest in the company's history. During the year Crosley acquired WLWA (TV) Atlanta and Olympus Film Productions Inc., a subsidiary producing films for television and industrial use, and sold WINS New York because of "a predetermined plan to concentrate activities in the Midwest and Southeast."

Stromberg-Carlson Sales Up

NET sales of Stromberg-Carlson Co., Rochester, for 1953 amounted to the record-breaking figure of $65,241,861 as compared with $48,098,209 for 1952, it was announced last week by R. C. Tait, president. Net earnings for the year, after normal taxes of $2,590,000 and excess profits taxes of $850,000, were reported at $1,667,308 as against the net of $1,240,746 in 1952.

RCA Cuts Prices on Items Of Color Modification Gear

SUBSTANTIAL reductions in the price of color equipment required for modifying black-and-white tv transmitters in order to broadcast network colorcasts has been announced by RCA.

New prices, due to a reduction in the number of some items and the elimination of others, are $9,455 for network operating equipment and $8,833.50 for color test equipment.

These compare with first charges, based on custom built equipment, of $14,380.15 for network operating equipment and $12,230 for test equipment.

Among the items changed from those re-

Advertisement

From where I sit
by Joe Marsh

Handy and Easy "Sign Up"

Last month's safety drive was a big success—almost. About everyone in town helped. The schools ran movies on safe driving, Rotary put up posters, and Handy and Easy Peters went out on their own.

The boys put up a big sign by the side of the highway. It said, "Slow down—the life you save may be your own." It was a good idea—after the police moved the sign back twelve feet.

In their enthusiasm Handy and Easy put it too close to the road—in fact, right on the sharpest curve on the highway. They made driving *unsafe* by cutting off the view around the curve.

From where I sit, lots of people—even though they mean well—suffer from shortsightedness now and again. For instance, some can never see any further than their own personal preferences. They even go so far as to object to my choice of a glass of beer with supper. Shouldn't we always take the "long view". . . and have respect for our neighbors' rights?

Joe Marsh

Copyright, 1954, United States Brewers Foundation

quired in the first list are one $1,400 color stabilizing amplifier, instead of two, one power supply at $280 instead of two at $576 each, and a phase correction network at $875 instead of $1,500. In the color test equipment, one change is the inclusion of a grating and dot generator at $629 instead of a conversion generator at $1,750, and the deletion of a color bar and square wave generator at $2,450.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
DuMont Labs			
CFCM-TV Quebec City, Que.	500 w	tv (ch. 4)	new station
ORDERS			
General Electric Co.			
KGVO-TV Missoula, Mont.	5 kw	tv (ch. 13)	new station
KALB-TV Alexandria, La.	5 kw	tv (ch. 5)	new station
KPLC-TV Lake Charles, La.	5 kw	tv (ch. 7)	new station

OTHER SHIPMENTS: GE reported last week it had shipped a 12 kw amplifier to KCCC-TV Sacramento, Calif. (ch. 40); a 12-bay antenna to WSLI-TV Jackson, Miss. (ch. 12), and a five-bay antenna to KSAN-TV San Francisco (ch. 32). It also received orders from KGVO-TV and KPLC-TV for 12-bay antennas and from KALB-TV for a six-bay antenna.

Color Tv Will Draw New Advertising—Ogilby

COLOR tv will open up a new field of advertisers when it becomes a mass medium, Frederick Ogilby, vice president and general manager of radio and television, Philco Corp., told the Philadelphia Chapter of the American Marketing Assn. last fortnight.

But, Mr. Ogilby added, "It will be several years before color tv will be available to the public in great volume." Mr. Ogilby said the manufacturers cannot afford to put out a color tv receiver that will not hold up without repairs. Color sets will cost between $1,000 and $1,500, he said, and service contracts between $150 and $200. Replacement of the color tube will run about $300, he said. Mr. Ogilby also said that the public was used to a 19 or 21 inch screen and he doubted whether it would be satisfied with a 12½-inch color set when larger sizes were sure to come later. Inability to use color sets in normally lighted rooms was another drawback, he said.

FCC Sees Airtronics' Color Converter System

MEMBERS of the FCC watched a demonstration of a laboratory converter producing color reception on black-and-white tv receivers at a Wednesday showing by Airtronics Research Inc., Bethesda, Md. Two sets using different color wheels were shown. The method was developed by Robert P. Benjamin, 24-year-old ARI engineer [B•T, Feb 8].

A 15-inch DuMont receiver, previously shown, produced good quality color pictures marred mainly by flicker. A 21-inch Admiral set produced a picture predominantly green in color. This was ascribed by ARI to effects of the black glass in the picture tube and the use of two green filters in the wheel compared to one red and one blue filter. Plant interference also was said to mar reception at times.

Manufacturer and reporter groups will be shown the larger filter in the near future. ARI estimated the device, including converter, could be manufactured to retail at about $100.

At the Wednesday demonstration, watching the NBC-TV *Circle Theatre,* were FCC Chairman Rosel Hyde and Comrs. George E. Sterling, John C. Doerfer, Robert E. Lee and Edward M. Webster, along with staff advisers.

IRE to Hold Color Lectures

BASIC technical aspects of color television will be described in a spring series of seven Monday evening lectures, starting next week (March 8) under joint auspices of the New York sections of the Institute of Electrical Engineers. Sessions, from 7 to 9 p.m., will be held in the auditorium of the Western Union Bldg., 60 Hudson St., New York.

D. L. MacAdam, Eastman Kodak Co., will speak on the basic principles of color. D. C. Livingston, Sylvania Electric Products, will analyze the NTSC signal specifications in the opening meetings. The following week, J. H. Roe, RCA, and P. C. Goldmark, CBS, will discuss camera equipment. On March 20 the group will visit NBC's color facilities at the Center Theatre.

J. W. Wentworth, RCA, will describe the preparation of color signals for transmission and W. C. Morrison, also RCA, the broadcast transmitter, March 29. J. L. Barstow of Bell Telephone Labs will talk on intercity transmission and J. R. Popkin-Clurman, Telechrome, on color test equipment, April 5.

Color signal reproduction will be discussed April 12 by H. B. Law, RCA Labs; N. F. Fyler, CBS-Hytron; Robert Dressler, Chromatic Tv Labs; on April 19 by D. H. Pritchard, RCA Labs, and B. D. Loughlin, Hazeltine Corp.; on April 26 by W. E. Good, General Elecrtic Co., and K. R. Wendt, Sylvania Electric Products.

Emerson's Tiny Radio

EMERSON Radio & Phonograph Corp., New York, has been granted a design patent by the U. S. Patent Office for the Emerson "pocket radio," which weighs less than a pound and measures 6 inches by 1½ inches by 3 inches and is described as "the world's smallest portable." The inventors are Dorman D. Israel, executive vice president of Emerson, Arthur C. Germer and Kenneth E. E. James.

Purposes of New Hi-Fi Institute Outlined

PURPOSES and plans of the new High Fidelity Institute of the Electronics Industries were outlined last fortnight by Jerome J. Kahn, institute commissioner.

Immediate objective, he said, is to "dispel confusion" about this new development in the public mind. "Members of the institute have watched with growing concern the loose and promiscuous use of the term "high fidelity" as applied to products and techniques which may or may not meet the technical standards generally accepted within the industry," Mr. Kahn added.

The organization will set up voluntary committees to work on various program phases with cooperation of technical, educational and advertising specialists, he said. Industry will be encouraged to maintain institute standards in engineering, production, promotion, advertising and selling. The public will be advised on what to look for in buying hi-fi equipment and methods of utilizing units and components to the best advantage.

RCA Color Tv Clinics

RCA Service Co. last fortnight opened a series of two-day clinics on installation and maintenance of color television receivers for servicemen-dealer customers of RCA Tube and RCA Home Instrument distributors in 15 cities. The cities are New York, New Haven, Newark, Philadelphia, Pittsburgh, Washington, Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Des Moines, Denver, San Francisco and Los Angeles.

DuMont International Moves

ALLEN B. DuMONT Labs, international div., has moved its regional sales office to larger quarters in Security Bldg., 117 northeast First Ave., Miami, to accommodate clients in the Caribbean area. Telephone: Miami 9-5252. Office is under the direction of Erich Gompertz, DuMont's Caribbean sales representative.

telecasting on channel 8

to

Middle Tennessee,
Southern Kentucky
and portions of
North Alabama . . .

POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 140,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

wsix-tv channel 8
NASHVILLE 3, TENNESSEE

CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
ABC and DuMont

Caesar, Coca Split; NBC Plans Own Shows

SPLITTING-up of the comedy team of Sid Caesar and Imogene Coca of NBC-TV's *Your Show of Shows* (Sat., 9-10:30 p.m.) was revealed in an announcement last week from Sylvester L. Weaver Jr., NBC president, on plans for the use of the personalities on their own tv programs next season.

Mr. Weaver added that Max Liebman, the producer of the program which has been carried on NBC-TV for the past five years with Mr. Caesar and Miss Coca as co-stars, will continue with *Your Show of Shows* next season using new performers and a new format. He said the changes resulted from a desire on the part of the trio "to go forward to still greater attainments on their own shows," and pointed out their plans gave NBC "the opportunity to strengthen its own program schedule with three hits and thus expand the talents of our three stars."

Mr. Weaver said that Mr. Caesar has been signed to a new long-term contract with NBC and plans are under way to star him in a new one-hour tv show in the fall. Miss Coca, he continued, is working together with NBC on the development of a new half-hour tv show in which she will star. He said *Your Show of Shows* will continue with Mr. Caesar and Miss Coca to the conclusion of the present series in early summer.

Le Roux Sues Potter, CBS, ABC for 'Contract Breach'

SUIT for $3,500,000 charging plagiarism and breach of implied contract was filed last Tuesday in Los Angeles Superior Court against disc m.c. Peter Potter, CBS and ABC by tv producer Arch Le Roux, who also is president of Leaders Records.

The plagiarism charges involve Mr. Potter's weekly 90-minute *Juke Box Jury* on KNXT (TV) and his weekly half-hour *Peter Potter Show* on ABC-TV. Format of both programs is alleged by the plaintiff to be the same as his former *Arch Le Roux Revue,* which he had produced on KRON-TV, San Francisco from approximately March 2, to June 2, 1950, and on KNBH (TV) Hollywood from approximately June 25, 1950, to Jan. 12, 1951.

Mr. Potter, the suit contends, used the same format of playing pre-release records for a panel of guest stars who in turn evaluated the records.

New Regional in Illinois

NEW regional hookup, the Abe Lincoln Network, will be formed in Illinois shortly, according to J. R. Livesay, president and general manager of WLBH Mattoon. Stations will be connected by fm, Mr. Livesay said. Sales office and plans for the project will soon be announced.

Park Notes Tv's Impact On Small Advertisers

IMPACT of color tv and new television sales plans for small advertisers were reviewed by Ben Park, network program manager, NBC Central Division, in an address before the Chicago Junior Chamber of Commerce and Industry last fortnight.

Mr. Park noted that "television has been so

**What John C. Merino, Manager,*
KFSD-TV, *San Diego, Calif.*
says about

THE NEW STUDIO

Zoomar

*"I'm holding up three fingers to show how perfectly the Studio Zoomar operates with three other lenses on the turret. At last it's possible to have the flexibility of a multiple lens arrangement, without switching to another camera. The new Studio Zoomar lens makes the one-camera show a reality."

KFSD-TV
TV STUDIO ZOOMAR
RCA

Studio Zoomar is made by the makers of the famous Television Zoomar lens, in use by most major TV stations. It's fast (f/2.8), optically balanced, fully color corrected, and can be used for both black and white and color cameras, including RCA. The zoom setting compares with standard studio lenses, for matched switching, if desired. Here we have the most versatile time and money saving lens ever developed for TV studio use. Its zoom range is 2¼ to 7 inches; it is one foot long and weighs 6 pounds. Its price is right, and many studios state that the Studio Zoomar has already saved them far more than its cost.

Prove it Yourself

WE WILL DEMONSTRATE STUDIO ZOOMAR ON YOUR EQUIPMENT, WITHOUT OBLIGATION.

TELEVISION ZOOMAR CORP.
500 Fifth Avenue, Suite 2223
New York 18, N Y
Jack A. Pegler, President

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday.

5 to 7 a.m.

Headley-Reed, National Representatives

WSYRACUSE
570 KC
NBC AFFILIATE

WMRY *Leads*

ALL COMPETITIVE NEGRO PROGRAMMING

★ 28 out of 36 quarter hours

ALL NEW ORLEANS INDEPENDENT STATIONS

★ 36 out of 44 quarter hours

ONE OR MORE NETWORK STATIONS

★ 37 out of 44 quarter hours

TWO OR MORE NETWORK STATIONS

★ 21 out of 44 quarter hours

THREE NETWORK STATIONS

★ 8 out of 44 quarter hours

With the addition of feature programs of the National Negro Network, WMRY stretches its leadership as a MUST BUY to thoroughly cover the great and growing New Orleans Market!
High Ratings!
Top Notch Merchandising!
Low Rates!

★ Pulse of N. O. (Nov.-Dec. '53)

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

enormously effective compared against radio that advertisers have seen fit to leave many of their radio commitments and take on television ones. A great many advertisers who could never use radio have become important clients to the television business. With the advent of color, this trend will gain additional impetus."

The NBC executive observed that, while advertisers are spending more money and getting less air time on television than radio, "the effectiveness of the time they do spend on the air is far greater." With tv, Mr. Park said, the advertiser is "selling products far in excess of the rate at which he was able to sell them using radio alone."

In NBC-TV's *Today* and *Home* formats, Mr. Park added, "we have begun to find an answer which will spread throughout NBC and ultimately throughout the entire television broadcasting industry."

AT&T Links Four

ADDITION of WRDW-TV Augusta, WTOC-TV Savannah, Ga., and WNEM-TV Bay City, Mich., to the Bell System's network of tv facilities has been announced by AT&T's Long Lines Dept. Both WRDW-TV and WTOC-TV are fed from intercity facilities extending between Columbia, S. C., and Jacksonville, Fla., to Augusta. From there programs go to WTOC-TV over a new 129-mile radio-relay route.

In the case of WNEM-TV, a temporary radio-relay route is used to deliver tv signals from the Detroit area to the station's transmitter.

KTXL-TV San Angelo, Tex., has been connected with AT&T's nationwide network of tv transmission facilities, making the 280th station and the 176th city to which network tv programs are now available.

Missouri Group Signs First Regional Client

A FOUR-WEEK saturation campaign totaling 280 spots has been placed by the Reitz Meat Pkg. Co., through Litman-Bremson Agency, Kansas City, on Missouri Triangle network, which includes KUDL Kansas City, KDKD Clinton and KOKO Warrensburg.

David M. Segal, general manager of the new regional network, said the contract was the first one signed by the three-station group, first offered as a package Feb. 1. Other accounts being signed by the trio are Troug & Nichols Air Conditioning and Trading Post of Kansas City, Mr. Segal said.

ABC-TV Sets Panel Show

ABC-TV will unveil a new panel show with Bergen Evans March 4, 7-7:30 p.m., with the origination of *It's About Time* from the network's Chicago studios, it was announced Wednesday.

Format of the new show, packaged by Louis G. Cowan Productions, calls for panelists to identify, through Mr. Evans' clues, a subject known only to the moderator and audience. Panelists will include Robert Pollak, stockbroker and former drama critic; Ruth Duskin, Northwestern U. student and one-time "Quiz Kid"; Shirley Stern, Chicago housewife, and Vin Gottschalk, radio-tv announcer.

New Jersey Commission Backs Educ. Tv Project

State-appointed unit recommends continued research even though Gov. Meyner has come out against it.

MEMBERS of a New Jersey commission on educational television reportedly are anxious to go ahead with plans to build and operate a broadcasting station despite Gov. Robert B. Meyner's decision to drop the project.

The governor told the state legislature last week he had decided against any appropriation for educational television next year.

The commission, which was appointed by former Gov. Alfred E. Driscoll in 1952, has recommended appropriation of $292,000 to carry on the N. J. Dept. of Education's television research project at Rutgers U.

Most of the money would have been used to operate a television transmitter and studio. The Dept. of Education has been promised $100,000 from the Ford Foundation to help construct the station and has been loaned equipment by private industry.

Studio facilities were to be located on the Rutgers U. campus. A 5 kw vhf transmitter was to be constructed at Washington Rock State Park.

The FCC allocated six channels to noncommercial television in New Jersey in April 1952. It later gave the Dept. of Education a permit running to July 1, 1954, to build one station. Education officials have said the FCC would extend this period.

The commission recommended last March that the station be utilized as a start for a statewide system in two stages: first an additional station near Camden with a transmitter near Mount Holly, then three additional stations near Freehold, Hammonton and Andover.

A commission majority asked for $425,350 last March to start work on the station immediately, but Gov. Driscoll granted $75,000 to continue research. Private sources have offered to help since then.

'Serious Doubts'

Gov. Meyner told the legislature that even if New Jersey could afford the $292,000, "serious doubts would remain as to the propriety of publicly-financed, state-controlled televised interference with local school programs."

The governor added "a 20-inch screen should not come between teacher and pupil during school hours."

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs and chairman of the commission, said he felt the state had "a definite obligation" to explore the possibilities of educational television.

Dr. Engstrom said the commission would release soon its second annual report recommending continuation of tv research work.

Educ. Radio-Tv Center Schedules Spring Debut

THE Educational Radio-Television Center in Ann Arbor, Mich., will start offering its program services to educational tv stations on a "formal basis" this spring, it was learned last week.

The center was set up early this year with $3 million of Ford Foundation money. It is intended to serve as a clearing house for film programs used or produced by educational tv outlets and to furnish grants for that purpose.

The center, which originally was to be located in Chicago, is headed by H. K. Newbern, former president of the U. of Oregon. Its board of directors includes C. Scott Fletcher, president of the Fund for Adult Education. It hopes eventually to be the nucleus for an educational tv film or kinescope network and also will work with the National Assn. of Educational Broadcasters.

Program services were made available to stations unofficially beginning Jan. 1. The center, which plans to begin May 1, is studying a possible exchange of scripts among stations.

WTTW (TV) Chicago, licensed to the Chicago Educational Television Assn., is seeking financial aid from the center for production of about 12 series of film shows, it was reported.

As a part of the project, any educational tv station can take advantage of the center's services for an annual $1,000 fee. In return the stations are guaranteed five weekly hours of educational program fare.

Board members of the Ann Arbor educational radio and television center, in addition to Mr. Newbern and Mr. Fletcher include Richard B. Hull, WOI-AM-TV Ames, Iowa; George Stoddard, former U. of Chicago president; Robert D. Calkins, president of Brookings Institute, Washington, D. C., and Ralph Lowell, Boston Safe Deposit & Trust Co.

Publishing Firm, Tulane U. To Conduct Basic Tv Clinic

THE Times-Picayune Publishing Co. (WTPS New Orleans and applicant for ch. 4 there) is cooperating with Tulane U. in conducting a clinic in basic television for civic leaders, those interested in educational tv stations proposed in New Orleans and Baton Rouge and education officials who will avail themselves of public service time from commercial tv stations.

The clinic, which opened last Tuesday, utilizes among other equipment two camera chains and studio equipment owned by the publishing company.

WAAM (TV), Schools Sponsor Tv Seminar

Industry executives give key to successful station operation and cite career opportunities for record student attendance.

LOCAL television station operation problems and career opportunities highlighted talks by industry spokesmen Friday and Saturday at the fourth annual regional tv seminar sponsored by WAAM (TV) Baltimore in cooperation with five universities and the U. S. Office of Education.

Held at the WAAM studios, the two-day conference featured tv station and advertising agency executives from five states and the District of Columbia, with Carl Haverlin, president of BMI, the principal speaker at the Friday evening annual dinner.

Record attendance of students from more than a hundred colleges in the East and Southeast was reported by Ken Carter, WAAM general manager. Schools co-sponsoring the seminar with WAAM were American U., Johns Hopkins U., U. of Maryland, U. of North Carolina and Temple U.

Friday morning session, under chairmanship of Clair R. McCollough, general manager of the Steinman radio-tv stations, considered the outlook and responsibilities of management and station operating departments. Participating were Armand Grant, director of sales, WAAM, and J. G. Leitch, vice president in charge of engineering, WCAU-TV Philadelphia; William Quinn, program director, WBTV (TV) Charlotte, N. C.

Afternoon seminar Friday featured Cody Pfanstiehl, director of press information, WTOP-TV Washington; Robert E. Lee, assistant program director, WSVA-TV Harrisonburg, Va., and Nick Basso, director of news and special events, WSAZ-TV Huntington, W. Va.

Key to Success

At the Friday dinner, Mr. Haverlin gave the key to program success, urging the use of imagination coupled with intelligence and technique. He noted that "program content is not always the determinant factor" in winning audiences; that "the manner of presentation often decides a program's success or failure."

He said "it is clear that the audience has not a determined point of view on programs except that they shall be well done and pleasing. It reposes complete confidence in the stations it favors and that confidence is based upon the realization that if certain programs fail to please, other programs that fill the needs of the moment may be easily found by twisting a dial. The audience trusts broadcasters to think for it; it has demonstrated its complete satis-

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
SAN FRANCISCO
LOS ANGELES
MEMPHIS
CHARLOTTE
ST. LOUIS
National Advertising Representatives
10 BRANHAM offices coast to coast
THE BRANHAM COMPANY

faction with broadcasting as it is, for over 30 years, and it has resisted every effort of those who insist that some other system would be more satisfactory."

Mr. Haverlin said that "in over 35 years, am radio has brought the use of the imagination to such a high level that it has much to teach television. A good am narrator with a well-written script and a half-dozen well-chosen records can reach into the very recesses of men's minds and stir their imaginations at will. Television, through its very nature, is literal to begin with and tends to become magnificently more so."

The WAAM production crew was to demonstrate program techniques at the Saturday morning meeting while the afternoon panel was to feature "Evolution of a Commercial" by James O. Luce, Fred Raphael and Dwight Davis, all of J. Walter Thompson Co., New York. Mr. Luce is JWT's chief timebuyer; Mr. Raphael, writer and film coordinator, and Mr. Davis, radio-tv writer.

Mr. Luce showed in one instance how the print theme is adapted to television and in another how the television theme is adapted to print. He related problems behind an advertiser's campaign. The trio also explained film techniques and showed various film commercials.

Harvard, Holy Cross Join Schools Using WTAG Series

HARVARD U. and Holy Cross College have joined other New England schools utilizing Louis Fointaine's *Main Street, Europe* series as part of their curricula. Others participating in the experiment with the WTAG Worcester, Mass., broadcasts are Clark U., Wellesley College and Wesleyan U.

At Holy Cross, recordings will be used this month in the Institute of Industrial Relations seminar as well as in regular classroom discussions. Clark includes the broadcasts in graduate classes on geography and Harvard plans to use tapes in lectures on nationalized industries.

Series comprises interviews recorded in Europe with all categories of workers and business men on the subject of free enterprise versus socialism.

New Studios at Notre Dame

WNDU, Notre Dame U. campus station at Notre Dame, Ind., has completed its move to new studios in the recently-completed Liberal and Fine Arts Bldg. on the school grounds According to Thomas J. Knott, station manager, WNDU maintains a twelve-hour daily broadcast schedule, seven days a week.

FREEDOMS FOUNDATION AWARDS HONOR RADIO, TELEVISION PROGRAMS

Ziv's 'Freedom, U. S. A.' took first place in the radio category while the ABC-TV (duPont) 'Cavalcade of America' placed first in television.

RADIO and television programs were cited for their contributions to the American way of life at the annual awards ceremony held Monday at Valley Forge, Pa., by Freedoms Foundation. Total of 817 citizens and organizations shared $27,850 in cash prizes.

Top radio award was presented Frederic W. Ziv Co. for its *Freedom, U.S.A.* series. Top television award went to E. I. duPont de Nemours & Co. for its ABC-TV *Cavalcade of America* series.

Honor medal awards for radio series were presented as follows: ABC, *The Great Adventure;* WCAU Philadelphia and Americans for the Competitive Enterprise System Inc., *Strength of a Nation;* Bank of Douglas, Phoenix, Ariz., for KOY series, *Sam Jones, American;* Robert D. Breth, Philadelphia, *Freedom Challenges Youth*, on WPEN; CBS, *Feature Project;* WAKR Akron and Community Service Center, *In a Minor Key;* Ladies Auxiliary, Veterans of Foreign Wars of the U. S., *American Trail* series; NBC, *Last Man Out*; New York State Dept. of Commerce, *Our Freedoms' Blessings;* Ohio Bell Telephone Co., *The Ohio Story,* on WGAR Cleveland; Southern Arizona Bank & Trust Co., Tucson, Ariz., *Graham French Reporting* on KOPO Tucson; Spiritual Mobilization, Los Angeles, *The Freedom Story;* Town Hall Inc., *America's Town Meeting of the Air,* on ABC; WGST Atlanta, Robert R. Siegrists' *Korean Prisoner of War Exchange* series; WGY Schenectady, N. Y., *I Speak for Democracy;* WLOA Braddock, Pa., *The House You Live In* commentary.

E. I. duPont de Nemours & Co. earned the top tv award from the Freedoms Foundation for the ABC-TV *Cavalcade of America* series, typified by this scene from the Oct. 20, 1953, show, "Sunset at Appomattox."

Honor medal awards for single radio program: American Legion Auxiliary, Indianapolis, *A Letter From Mother,* NBC; Armed Forces Radio Service, *The Pendleton Story;* Hall Brothers, Maj. Gen. William F. Dean program on NBC *Hallmark of Fame;* World Broadcasting System, *Freedom Is Our Business.*

Honor medal awards for television program series were presented to Admiral Corp., *Life Is Worth Living,* on DuMont Tv Network; *American Forum of the Air,* NBC-TV; DuMont Tv Network, *The Big Issue;* Family Theatre, Hollywood, *Inspiration, Please;* General Electric Co., *The Fred Waring Show* on CBS-TV; Iowa State College, *A Voice Out of Time,* on WOI-TV Ames; Lutheran Laymen's League, *This Is the Life;* National Assn. of Manufacturers, *Industry on Parade;* Revere Copper & Brass, *Meet the Press,* on NBC-TV; Frederic W. Ziv Co., Cincinnati, *I Led Three Lives;* Wayne U. and WWJ-TV Detroit, *International Town.*

Tv Honor Medals

Honor medal awards for single tv program were presented to Aluminum Co. of America, "The Lt. Radulovich Story" on CBS-TV *See It Now;* CBS. National Boy Scout Jamboree; Gillette Co., "Angel in the Infield," CBS-TV *City Hospital* series; Hall Brothers, "Horace Mann's Miracle" program on *Hallmark Hall of Fame,* NBC-TV; Jewish Theological Seminary of America, "The King's Hunchback" on NBC-TV *Frontiers of Faith;* WCAU-TV Philadelphia, Community Chest Rally; Junior Order

TOP AWARD of Freedoms Foundation in the radio class is presented to Robert W. Friedheim (c), vice president of Frederic W. Ziv Co., for the Ziv *Freedom U. S. A.* series. Congratulating Mr. Friedheim are Dr. Milton S. Eisenhower (l), president of Pennsylvania State College, and Dr. Kenneth D. Wells, foundation president.

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to **SELL**
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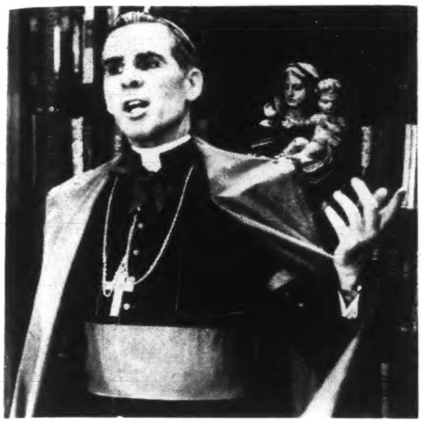

ADMIRAL Corp.'s *Life Is Worth Living* on DuMont Television Network, singled out for tv honors by the Freedoms Foundation, features Bishop Fulton J. Sheen.

United American Mechanics, *Long May It Wave,* on WFIL-TV Philadelphia; Pacific Coast Borax Co., New York, "Land of the Free" on CBS-TV *Death Valley Days;* Philco Corp., "The Reluctant Citizen" on *Philco Television Playhouse,* NBC-TV; Teleprograms Inc., "Decision at Christmas" program on NBC-TV *American Inventory;* United States Steel Corp., "P. O. W." program on ABC-TV *U. S. Steel Hour.*

NBC was given a second place award in the general group for its Integration Without Identification anti-segregation policy. Adelaide Nacamu, Peekskill, N. Y., a national winner in the 1952-53 Voice of Democracy contest, was given a cash award for a statement on freedom.

KYW Philadelphia and John Franklin, newsman, received honor certificates for a spot commentary, "Do All You Can to Protect It."

Chicago 'Distinction' Awards

BROADCASTERS will participate in the fourth annual "distinction" series of sessions conducted by the Women's Advertising Club of Chicago during March, it was announced last fortnight. Three sessions—March 1, 8 and 15—look toward the selection of "Chicago's Woman of Distinction for 1954." Among broadcasters taking part are Eleanor Ruby Anderson, WGN Chicago's "Virginia Gale" and series director, and Earl Nightingale, conductor of his own radio-tv shows on that station. Clifton Utley, NBC Chicago commentator, will serve on the jury, with selection to be announced March 15.

Family Tv Award Announced

ESTABLISHMENT of a Family Service Television Award to be presented annually to a network television show which "best presents a picture of wholesome American family living" has been announced by Clark W. Blackburn, general director of the Family Service Assn. of America. The association, which has a membership federation of 260 family service agencies in some 230 cities throughout the country, will present the award during National Family Week, May 2-8.

Ed Sullivan Honored

ED SULLIVAN, *Toast of the Town* m.c., was honored last Saturday as the "Outstanding Television Personality of 1953" by the Advertising Club of Baltimore. He was presented with a bronze plaque at a dinner attended by tv, advertising executives, and federal and local officials, including Jack L. Van Volkenberg, CBS-TV president, and Maryland Gov. Theodore R. McKeldin.

Stanton to Accept Award

FRANK STANTON, president of CBS Inc., will receive the American Legion's Award for Americanism next Sunday on behalf of CBS Radio and CBS-TV. Presentation will be made during the *Jack Benny Program* (Sun., 7-7:30 p.m. EST), which was especially cited in the award.

SDX Awards Juries

SEVERAL broadcasters will serve on Sigma Delta Chi Distinguished Service Award juries for 1954 winners in journalism. Final selections in 14 divisions will be announced at a presentation ceremony at the Waldorf-Astoria Hotel in New York April 13. Broadcasters are:

Fred Sorenson, WCIA Champaign, Ill., Richard B. Oberlin, WHAS-TV Louisville; James M. Caldwell, WAVE Louisville; Jean Clos, WKLO-TV Louisville; James Byron, WBAP-AM-FM-TV Fort Worth; David R. Showalter, KNX Los Angeles; Karel E. Pearson, NBC Los Angeles.

The eye-opening event of the radio-electronic new year!

For the past 12 months the vast, fast-growing radio-electronic industry has been preparing for 4 great days — March 22-25. This is when the IRE National Convention and Radio Engineering Show — the biggest and best ever — will take place in New York City. Be sure to join the other radio-electronic men — nearly 40,000 are expected — who will come, see and appraise the show at which all that is new will be unveiled.

Waldorf-Astoria Hotel

Kingsbridge Armory

A practical summary of radio-electronic progress will be unfolded at 54 technical sessions during the four-day period. 243 scientific and engineering papers, grouped by related interests, will be presented during these sessions, more than half of which are organized by IRE professional groups. Actually, you will be attending 21 conventions fused into one. New York's finest meeting facilities are provided — the Waldorf-Astoria Hotel plus 3 huge halls in Kingsbridge Armory. Transportation between the two locations is quick, easy — by subway and bus service.

At the show you will find over 600 firms **"spotlighting the new"** in their high-interest product exhibits. These will extend over a mile and a half along avenues appropriately named for radio elements: "Instruments," "Components," "Airborne," "Radar," "Transistor," "Audio," "Microwave," etc. These exhibits, an education and revelation in themselves, fill the four-acre space of the great Kingsbridge Armory . . . and can be viewed throughout any one or all of the four days.

Admission is by registration only, and serves for the four-day period. For IRE members the cost is only $1.00. For non-members it is a low $3.00, covering sessions and exhibits. Social events have been carefully planned. These are priced separately.

March 22-25, 1954

is the date! New York is the city where the radio-electronic event of the year will take place. Come! See! Enjoy!

"Spotlight the New" at the RADIO ENGINEERING SHOW

EXHIBITOR

Come and see

600 EXHIBITS

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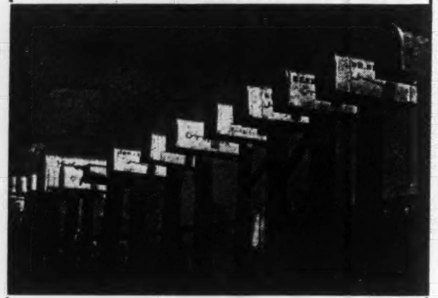

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Yes, Uncle Ben's Rice gains **completely dominating coverage** of the 562,212 Negroes in WDIA's rich 27-county Nielsen area with a schedule of 10 spot announcements **weekly.** Let us tailor a spot or program schedule to fit your budget so that **you,** too, can reach this 46.9% of the total area population! Join the great WDIA list of blue chip accounts that includes such names as Kroger Stores, Calumet, Taystee Bread, Blue Plate Foods, Carnation Milk, Cheer, Philip Morris and many others. Get the full WDIA story **today!**

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Dec. '53-Jan. '54

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	23.9	23.7	16.4	15.7	11.8	10.7	6.5	2.2

(Note: WDIA's share Sat.: 20.1; Sun.: 35.2)

Memphis, Tennessee **WDIA** **Soon 50,000 Watts**

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

FOUR WINNERS of the Voice of Democracy Contest presented a plaque to President Eisenhower Thursday, extolling his efforts on behalf of democracy. Informed that winners received $500 checks, President whistled and said, "You'll have to pay an income tax." The winners (l to r): Joel H. Cyprus, Wichita Falls, Tex.; Philip M. McCoy, Kansas City, Kan.; Elizabeth Ellen Evans, Akron, Ohio, and Joseph Gerdes, Harrisburg, Pa. They also received scholarships, trophies and tv sets.

Four VOD Winners Feted in Washington

FOUR high school students who won the annual Voice of Democracy Contest awards wound up a week in Washington and colonial Williamsburg, Va., last Friday and headed for their homes. They were greeted at the Executive Offices Thursday by President Eisenhower.

Scholarships, trophies and tv sets were presented to the young people by NARTB, Radio-Electronic-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce, co-sponsor of the annual contest. Presentations were made Wednesday at the annual awards luncheon by Sen. Charles E. Potter (R-Mich.). Dr. Samuel Brownell, U. S. Commissioner of Education, was luncheon chairman. Robert K. Richards, NARTB administrative vice president, is chairman of the VOD committee.

CBS, NBC and Voice of America broadcast portions of the Wednesday luncheon program. Excerpts of their talks were delivered by the four winners—Elizabeth Ellen Evans, Akron; Joseph Gerdes, Harrisburg, Pa.; Joel Howard Cyprus, Witchita Falls, Tex., and Philip Max McCoy, Kansas City, Kan.

The winners took part in the Feb. 19-21 Democracy Workshop conducted at colonial Williamsburg. Among participants in the workshop were NARTB President Harold E. Fellows and Judith Waller, NBC public affairs and education director in the Midwest.

On the Senate floor last Tuesday Sen. Andrew F. Schoeppel (R-Kan.) asked the VOD winners, seated in the balcony, to stand "so that Senators may see them." The four were applauded by the Senate as their names were read. Sen. Schoeppel is a member of the Interstate & Foreign Commerce Committee. He introduced into the *Record* the winning broadcast essays.

Members of the VOD committee, besides Chairman Richards, are Oscar Elder, NARTB; James D. Secrest and Peter H. Cousins, RETMA; Gene Trumbal, Jaycees, and Dr. G. Kerry Smith, Assn. for Higher Education. Campbell Arnoux, WTAR-AM-TV Norfolk, Va., is VOD broadcast adviser.

RED FEATHER lapel pins are presented by Paul K. Yost (l), Los Angeles Community Chest executive, to Douglas Meservey (c), account executive, J. Walter Thompson Co., Hollywood, and Burt Oliver, vice president and Hollywood manager, Foote, Cone & Belding, for volunteer services in the 1953 Chest campaign.

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CHCH (TV) DEBUT SET FOR APRIL 25

CANADA

CHCH (TV) Hamilton, Ont., is scheduled to go on the air April 25 on ch. 11 as the first independent tv station in Canada to compete with Canadian Broadcasting Corp.'s CBLT (TV) Toronto, 40 miles east of Hamilton.

CHCH (TV) also will be the first Canadian independent tv station under ownership of a group of broadcasters—CHML and affiliate CJSH (FM) and CKOC Hamilton. It has an RCA transmitter and studio equipment, a directional "Wavestack" antenna designed by RCA Victor of Canada and a mobile RCA unit.

Equipped with a forum studio which has an audience capacity of 4,000 plus three other studios, CHCH (TV) will program nine hours daily, with two five-a-week live women's afternoon shows. The temporary station rate card is based on $300 per hour for Class A time. CHCH (TV) is represented by All-Canada Radio Facilities, Toronto. Ken Soble, owner of CHML, is general manager.

VOA Rates First Behind Iron Curtain

IRON CURTAIN

BEHIND the Iron Curtain young people find Voice of America programs the most popular among western radio broadcasts and they rate news first. Running near VOA programs in popularity are the British Broadcasting Corp. and Radio Free Europe broadcasts.

These findings highpoint a survey by the Foreign News Service Inc., New York, which has a contract with the U. S. Information Agency to interview refugees on listening habits as they arrive from the Soviet orbit. USIA has released parts of the study.

According to USIA's summary, current findings cover interviews with 110 representative persons among the most recent escapees from East Europe. Ages range from 11 to 26; all but two had escaped in 1953 and they represented 13 nationalities of eight countries. All had to take risks to tune in free world stations.

The already-determined need and desire for news among adults was even reflected in the young people who rated this type of programming as top listening. This, despite the youthful interests in jazz, movies and women's fashions, USIA said.

Also appearing in the survey results were these factors: A desire for liberation; a favoring of satire—such as political satire and jokes about communists; true features about Western democracy—scientific programs were held up as examples; irritation with "boasting" that everything in America is better than anywhere else and "too much optimism" in programs—they want encouragement, not lectures.

CBC, CCAA Sign Contract Effective to Aug. 14, 1955

CANADA

DIFFICULTIES between Canadian Broadcasting Corp. and Canadian Council of Authors & Artists regarding television performance have been ironed out and a new agreement signed at Ottawa to end Aug. 14, 1955.

Major point of contention, control by the union of non-union guests and members of tv panels and public opinion shows [B•T, Feb. 15] remained unchanged with CBC maintaining its right to ask whom it pleases to take part in panel shows. The union request that non-union guests and panel members of such shows join the union if they are sponsored, was discussed, but sponsorship of such shows would require changes in present CBC radio-tv regulations. At present opinion shows may not be sponsored on CBC networks.

J. A. Ouimet, CBC general manager, in announcing the agreement, said terms are similar to those under which artists have been working the past four months. The contract covers artists on CBC-TV, but does not include musicians. Negotiations lasted 13 months, and cover CBC-TV operations at Montreal and Toronto.

Chipp to Latin America

LATIN AMERICA

RODNEY D. CHIPP, engineering director for DuMont Tv Network, has begun a month's tour of major Central and South American cities as a consultant on tv operations for the International division of Allen B. DuMont Labs. Noting that television activity is increasing rapidly in these areas, Ernest A. Marx, director of the International Division, said Mr. Chipp would provide new and prospective telecasters in Central and South America first-hand engineering information and advice.

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The strongest signal in the area—proved by both engineering tests and viewers response!

★ **ORIGINAL LOCAL PROGRAMMING**
Ask about Carousel—its terrific popularity has won it national recognition!

★ **LOW COST**
Just divide the rate by the coverage and see for yourself how little a thousand viewers cost!

★ **AUDIENCE ACCEPTANCE**
Unsolicited mail from viewers within 50-mile radius applauds station's signal and programs!

★ **CHOICE OF TOP NETWORK CLIENTS**
U. S. Steel, Admiral, American Chicle, Canada Dry, American Tobacco, Dodge, Hazel Bishop, Tidewater Oil and Phillies Cigars are just a few of the national accounts.

★ **RESULTS PRODUCED FOR LOCAL & NATIONAL ACCOUNTS**
Let us show you the success stories we have achieved for both local and national advertisers!

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AFM, NETWORKS IRON OUT KINKS FOR FORMAL FIVE-YEAR AGREEMENT

CBS, though wanting a three-year pact, agrees to the longer contract. Local 802 next turns to local DuMont and MBS outlets.

FORMAL signing of a contract between the American Federation of Musicians (AFL) and NBC, CBS and ABC was expected to take place over the weekend as attorneys for all parties were occupied last week in formalizing an agreement reached on Feb. 19 [B•T, Feb. 22].

One detail that was settled last week was approval by CBS of a five-year contract. At the time the agreement was reached, CBS had not consented to the length of the pact, as had NBC and ABC, but had voiced preference for a three-year contract as had been the practice in the past.

Counsel for management and the union last week were framing the language of the contract, although its substance already had been approved. Under terms of the verbal agreement, staff musicians employed at ABC, NBC and CBS radio and television networks will receive a 10% increase the first three years and 10% more the fourth and fifth years. It also specifies that quotas for staff musicians be maintained for the length of the five-year contract. They are: NBC, 90, and CBS and ABC, 65 each.

Neither side expressed jubilation over terms of the contract, but it was pointed out that concessions were gained by the networks in some areas and by the federation in others. It was described by spokesmen for management and the union as a compromise arrangement.

From the network point of view, one source said, the increase in wages was not too steep, considering it applied only to staff musicians and not to free-lance or single-appearance musicians. The length of the contract, it was pointed out, will prevent another long, drawn-out battle three years from now. It was believed, however, that CBS objected to the length of the pact because the fourth year provides for another 10% wage rise, whereas CBS feels that economic conditions at that time may not dictate such an increase. Though the Federation relented on its demands for the use of "live" musicians on all live programs, it was reported that the networks did not consider this a genuine Federation condition, but merely a negotiation talking-point to wring other concessions.

Federation Gains

From the Federation viewpoint, a union observer said, a commitment was obtained to maintain the current quota of staff musicians on a five-year basis. Another advantage AFM gained, he added, was the right to continue to charge transcription rates for recording of music for bridges and themes and for prerecording of programs. He said the networks had been pressing for the "live" music rates, which are lower.

New York Local 802, which was in the forefront of the "live" musicians issue, was reported to be the most disappointed element within the Federation. One source emphasized that the local is not feuding with AFM President James C. Petrillo and other locals for yielding on the "live" musicians issue, but that the New York musicians are "extremely disappointed" with the stand adopted by the Federation.

Al Manuti, president of Local 802, authorized a statement to B•T last Thursday in which he said that "the fight for 'live' musicians will go on."

Mr. Manuti's stand on "live" musicians was expressed in a letter under his signature to the *New York Times* published on Feb. 20 in reply to statements made in a series of articles on AFM appearing in that newspaper. Though the letter was written before the AFM-network agreement had been reached, he said last Thursday that his attitude remained the same. The letter said in part:

> **On our current negotiations with the networks, the executives say that apart from humanitarianism, they see no reason to surrender their right to shape their own programs on the most efficient basis possible. We are not asking the networks for a display of "humanitarianism" (we leave that to their *Strike-It-Rich*-type of show) and deeply resent the implication that we are asking for a "handout."**
>
> **Our argument is that every other element and individual in a network show is paid for each time it is used. We ask that "live" music be used and paid for on the same basis—instead of present and growing factors of using a transcription for as many shows as desired with no payment beyond the initial one for making the transcription itself.**
>
> **The network counter-proposal completely ignores ours and instead offers this:**
>
> **"Companies to be permitted to reorganize themes and bridges and make them part of the themes and bridges library."**
>
> **This is tantamount to the networks telling us—and they don't deny it—that they intend to use the few remaining shows that use "live" musicians to build up a tremendous library of all types of music, following which they can dispense with our services entirely.**
>
> **Finally, I should like to say that the statement of the networks that the operation of the yardstick of "most efficient basis possible"—which, it is fair to translate, as most economical basis possible—is shocking and self-damning.**
>
> **The networks have other responsibilities besides making as much money as possible. They are not altogether a private commercial enterprise. They have received free of charge from the American people their most precious asset—the channel on which they operate. In return for it, they have incurred responsibilities from the donors. Whether they like it or not, whether they wanted it or not, this country has turned over to them a great deal of its culture with an implicit mandate to further it and enrich it.**
>
> **Is it too much for us to "demand" that each network maintain a permanent staff of musicians and give the public, when they present a show, the best in musicianship as they do in every other field?**

Local 802, along with other local unions in key cities, launched negotiations last week with local Mutual and DuMont stations for a contract covering musicians. DuMont and Mutual are not covered by the network contract because, as Mr. Petrillo phrased it, the Federation does not consider them "real networks." It could not be ascertained whether Local 802 will attempt to press for "live" musicians on the local level, a spokesman stating that demands could not be discussed at this stage of negotiations.

Mr. Manuti has called a special meeting of Local 802 for Thursday, at which he plans to give a full report on Federation negotiations, as well as discussions with WOR and WABD (TV) New York, Mutual and DuMont key stations, respectively.

BMI
"Pin Up" Hit

YOUNG AT HEART

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BING CROSBY-
GUY LOMBARDO . . . . . Decca

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All ALA Members To Reorganize—Cool

REORGANIZATION of radio, tv and motion picture writers in the Authors League of America, under discussion for several months, will be finalized by mid-May, it was predicted last week by Gomer Cool, Radio Writers Guild regional vice president in Hollywood. His statement followed an announcement that eastern council members in New York have approved the plan as detailed by RWG National President Jerry Lawrence and would meet today (Monday) to start formalizing details.

When RWG in New York completes details, the union will meet with Television Writers Group of ALA in that city to draft a final constitution, Mr. Cool said, adding that "any move we make will be in harmony and agreement with ALA."

TWG also is finalizing its constitutional requirements following a meeting of its representative, Elihu Winer, with executives of RWG and Screen Writers Guild.

"We can now say, for the first time, that realization of the reorganization plan is close at hand," F. Hugh Herbert, SWG president, said.

Terming progress made "the achievement of a dream long deferred," Warren Duff, chairman of the SWG reorganizaiton committee, declared, "The savings in time, money and effort which this union of all writers on both coasts will achieve is incalculable. The progress which will result from unified policies and combined expenses will be a great boon to writers everywhere."

Meanwhile, Hollywod members of Television Writers of America voted unanimously Tuesday to file immediately for an NLRB election in radio, affirming their desire for a strong national union covering both radio and tv on grounds writers shift from one media to another.

TWA members felt that with radio free-lance and packager contracts expiring in the spring, and negotiations for both media on a national basis, maximum bargaining strength could be achieved by one single broadcasting writers union.

Advertisers

A. H. Brawner, president, W. P. Fuller & Co., S. F. (paint manufacturers), and **O. E. Seegelken,** assistant sales manager, California Packing Co., same city, named to board of directors of food packing firm.

Paul W. Hake, vice president-general sales manager, Kuehne Mfg. Co., Mattoon, Ill. (chrome furniture), elected vice president in charge of sales and merchandising, United Wallpaper Inc., Aurora, Ill.

Charles F. Mikuta and **Russell F. Willie** promoted to sales promotion manager and assistant advertising manager, respectively, Norge div., Borg-Warner Corp., Chicago.

J. R. Merrill appointed advertising and sales promotion manager, Lennon Furnace Co., Marshalltown, Iowa. He succeeds E. R. Champion, who enters advertising agency field in Muncie, Ind.

MR. CORSON

Barney Corson, director of merchandising, Tidy House Products Inc., Shenandoah, Iowa (household products), appointed advertising manager.

Richard R. Adams, assistant division manager, Welch's Grape Juice Co.'s Western Division, appointed merchandising manager; **Robert G. Griffin,** named field sales manager, same division.

John D. Stacy, sales promotion manager, Jacob Ruppert Brewery, N. Y., to Broil-Quik Co., N. Y., in same capacity.

Agencies

Sam D. Whitacre, account executive, KGA Spokane, to West Pacific Adv., that city, in similar capacity.

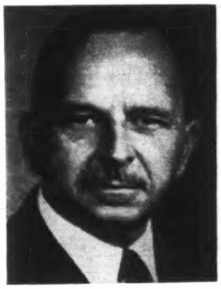
Perry Culp Jr., assistant public relations director, Long-Bell Lumber Co., Longview, Wash., to Cole & Weber, Portland, Ore., as account executive.

Lee Williams, formerly vice president and account supervisor, Foote, Cone & Belding, Chicago, appointed account executive Earle Ludgin & Co., same city.

Theodore Fremd, former vice president, Ralph H. Jones Co., N. Y., N. Y., and **T. M. Gomolak,** assistant advertising manager, Montgomery Ward & Co., Denver, to Axelsen Adv. Agency, Denver, as account executive and promotion manager, respectively.

Sarnoff on the U. S. Family

BRIG. GEN. David Sarnoff, chairman of the boards of RCA and NBC, asserts the average American family is "better off than any other average family has been in history." He offers these views in an article titled "The Luckiest Family in the World" in the Feb. 19 issue of the *Woman's Home Companion.* Gen. Sarnoff says the "real secret of America's prosperity" is based on two factors: higher production and more equal distribution of food and goods per person than any other country on earth.



MR. AUSTIN

Sam L. Austin, director of public relations and advertising, Chicago Merchantile Exchange, appointed vice president, Bozell & Jacobs Inc., Chicago.

Eric Bellingall, W. C. Day, and **E. B. Krough,** account executives, Honig-Cooper Co., S. F., appointed vice-presidents of that agency.

Charles R. Ruston, national merchandise manager, Colgate-Palmolive Co., New Jersey, to Erwin, Wasey & Co., L. A., as member of plans board and account executive.

Don McGee, former vice president, Dancer-Fitzgerald-Sample Inc., S. F., to Buchanan & Co. Inc., same city, as vice president of plans board and account executive.

Thomas G. Monahan, West Coast manager, Graham & Gillies, N. Y. and London, to Willard G. Gregory & Co., L. A., as account executive.

MR. WILHELM

Edwin A. Wilhelm, production executive on all Gillette shows for Maxon Inc., Detroit, appointed executive in charge of Maxon's radio and tv dept. headquartered in New York.

Jay Stuart, formerly of Ben Sackheim Inc., N. Y., to production staff, Edward Kletter Assoc., same city; **John LaPick** to art dept. and **Zara Grauer** to radio-tv dept., Kletter agency.

Bob Kirschbaum, Kenyon & Eckhardt, N. Y., to Grey Adv., same city, as radio-tv copy group head.

Rhea W. Bennett to Richard Jorgensen Advertising, San Jose, Calif., in copy-contact position.

William H. Naney, formerly in charge of radio-tv for midwest branch of American Red Cross, to Krupnick & Assoc., St. Louis.

Nat M. Kolker, owner, Nat M. Kolker Agency, Phila., elected president, National Federation of Advertising Agencies.

Edgar J. Kassan, 32, vice president, Joseph Katz Adv. Co., Baltimore, killed by a car Feb. 22.

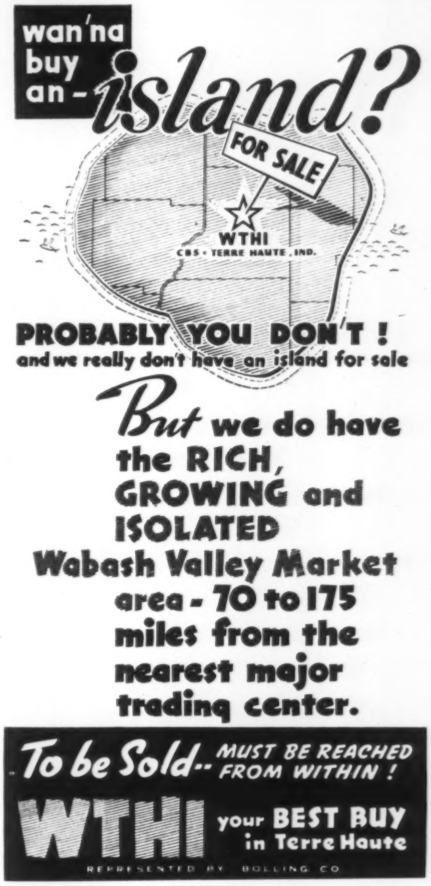
Stations

Gordon Williamson, radio-tv director, M. Belmont Ver Standig Adv., Washington, to WISE-TV Asheville, N. C., as general manager.

Charles Payne, assistant manager, and **Bob Tripp,** chief engineer, KIXL-AM-FM Dallas, Tex., appointed general manager and assistant manager, respectively, same station.

Walter L. Braeger, formerly tv production manager, WILS-TV Lansing, to WNAM-TV Neenah, Wis., as station manager.

Don Mann, account executive, WBBM-TV Chi-


wan'na buy an-island?

PROBABLY YOU DON'T!
and we really don't have an island for sale
But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.
To be Sold.. MUST BE REACHED FROM WITHIN!
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

FOLGER'S COFFEE
now in its FIFTH year with
JOE ADAMS
the West's most unique disc jockey
This product is one of many national and regional accounts Joe Adams sells to Los Angeles' 350,000 Negro Market
KOWL
10,000 WATTS
AN EVEN SMARTER BUY IN '54
Representatives:
George W. Clark—Chicago, N. Y.
Daren F. McGavren—San Francisco
Dora Clayton—Atlanta
Sales: 4128 Wilshire Blvd.,
Los Angeles 17, Calif.
TExas 0-5152

IN DETROIT

You
Sell More
on
CHANNEL

4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS

National Representative
THE GEORGE P. HOLLINGBERY CO.

No. 1 Radio Buy
in New Haven

• • • • • •

Merchandising
more guaranteed in-store food display than any other New Haven station.

• • • • • •

Programs
live wire local plus NBC affiliation = proven audience.

• • • • • •

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $15—$48—$60 per week.
— three steps cover — New Haven's ultra-rich market on

WNHC
radio • ASK KATZ

cago, appointed director of television, WOKY-TV Milwaukee.

Mary Jane MacDougall, formerly assistant director of publicity, WNBC-WNBT (TV) New York to press information staff, WOR-TV New York.

Tom Cousins, promotion director, W. J. Howey Enterprises, Orlando, Fla., to WCCO-TV Minneapolis-St. Paul, as assistant promotion director. **Bill Cate** to news bureau, **Lionel Wittenburg** and **Henry Shepphard** to engineering staff, same station. **Bob Ball,** WCCO-TV news staff, to WDSM-TV Duluth, as news director.

Gary Vorhees, WTAR-TV Norfolk, Va., to WTRF-TV Wheeling, W. Va., as a production director.

Richard Evans, formerly news director, KGRH Fayetteville, Ark., to KLRA Little Rock, in same capacity. **Murray Schroyer** to news staff and **Jim Newton** to announcing staff, KLRA. **Norris Schwarz** promoted to local sales staff, same station.

Ron Harman, studio director, CBLT (TV) Toronto, promoted to chief coordinating producer.

D. Mylo Beam, formerly with KLAS Las Vegas, Nev., appointed radio sales manager, WMIN St. Paul, Minn.

Terry R. Bane named sales manager, WCOG Greensboro, N. C.

Don Ramsell, salesman, KPIG Cedar Rapids, to KRNT Des Moines in similar capacity.

Ray Eldridge, KMPT (TV) Oklahoma City, to KTVQ (TV) same city, as engineer. **Wayne Wilkes** named a director and **Ray Klinge** named stage manager, same station.

Jane Dennis appointed supervisor of newly-created Home Dept., WHAS Louisville, Ky.

Robert Richer promoted to assistant to program director, WABC New York.

Alice Necker, secretary to **William C. Lacey,** manager of WCBS-TV New York's film dept., promoted to his administrative assistant.

Ted McKinstry, formerly program director, KFDW Helena, Mont., to KXOC Chico, Calif., as staff announcer.

Dick Kimball, tv director, KSTM-TV St. Louis, to KWK that city, as announcer.

Chuck Thompson to WALA Mobile as disc jockey on morning program.

Fay Garmon to WPTF Raleigh, N. C., continuity dept.; **Marlene Muller** to same station as promotion secretary.

Pat Edwards, Lubbock (Tex.) *Avalanche-Journal,* to publicity and promotion staff, WBAP-AM-FM-TV Fort Worth.

Mary Lois Snively, KSTT Davenport, Iowa, to WHBF Rock Island, Ill., as music librarian.

Rene Martin, chief operator, CKGB Timmins, Ont., to CHUM Toronto, as operator. **Al Cupples,** formerly of CFCH North Bay, Ont., to announcing staff same station.

Brad Lacey, after a brief leave from radio, joins WKDA Nashville, Tenn., announcing staff.

Mary Ziegler, WIP Philadelphia, to WFLN same city.

Rolland V. Tooke, general manager, WPTZ (TV) Philadelphia, elected to board, Greater Philadelphia Chamber of Commerce.

Long-Distance Dialing

WILLIAM S. HEDGES, NBC vice president for integrated services, participated on Feb. 17 in one of the earliest tests of AT&T's nationwide telephone dialing system. Mr. Hedges, who also is a vice president of the New York Rotary Club, received a telephone call placed by Col. H. E. Sanderson, president of the Stockton, Calif., Rotary. In his conversation, Mr. Hedges said that he was "very happy" to receive a call opening up the new system, pointing out that he was a representative of "the largest private customer of the telephone company. He explained that only the U. S. government has "a bigger telephone bill."

Stanley L. Spero, local sales manager, KMPC Hollywood, elected to board, L. A. Junior Chamber of Commerce.

John M. Outler Jr. general manager, WSB-AM-TV Atlanta, and **Elmo Ellis,** program director, WSB, have accepted invitations to speak at BMI clinics this spring.

David K. Harris, production vice president, WNHC-TV New Haven, father of boy, Feb. 19.

Joseph Stamler, account executive, WABC-TV New York, father of boy, Keith Douglas, Feb. 16.

Cpl. George W. Johnstone Jr., son of NAM's radio-tv director, G. W. (Johnny) Johnstone, father of girl, Janet Marie, Feb. 22.

Bob Provence, announcer-sportscaster, WLW and WLWT (TV) Cincinnati, father of boy, Steven, Feb. 13.

Jay Barton, announcer, WFPG Atlantic City, N. J., father of boy, Frederic.

Networks

Henry J. Opperman, manager of account managers group, DuMont Tv Network, appointed a supervising producer for the network.

J. English Smith, associate producer, Music Corp. of America, to ABC New York, as business manager of tv services department.

Elizabeth Haglund, NBC personnel dept., named public relations coordinator for NBC-TV's new *Home* show, which starts March 1 (Mon.-Fri., 11 a.m.-noon).

J. L. Van Volkenburg, president of CBS-TV, will be keynote speaker at first religious program clinic, to be held by Broadcasting and Film Commission of National Council of the Churches of Christ in the U. S. A., in New York April 8.

Hubbell Robinson, CBS vice president in charge of programming, to be principal speaker at first regional tv award dinner to be given by Philadelphia's tv industry March 2.

Lawrence Lowman, vice president CBS Inc., appointed chairman of radio and tv division, 1954 April Cancer Crusade of New York City Cancer Committee. **Mel Allen,** sports commentator, named chairman of sports division.

Edgar Bergen, CBS Radio comedian, honored with birthday party by Swedish Club of Los Angeles Feb. 16, at which he received award for "enhancing prestige of Americans of Swedish descent."

Morgan Beatty, commentator on NBC Radio's

News of the World, was special guest at NBC Chicago radio-press luncheon in his honor Feb. 12.

Film

Jack Lemmon, Heinn Co., Milwaukee, New York state district manager, to Transfilm Inc., N. Y., tv and industrial film producer, as account executive.

Newton E. Meltzer, formerly with CBS-TV in various production and directorial capacities, named a producer-director-writer, Van Praag Productions, N. Y., tv film and motion picture production company.

William Steer, formerly of Thomson Newspapers, Toronto, named sales representative for Ziv films distributed in Canada by tv div. of All-Canada Radio Facilities Ltd., same city.

Arnold Marquis, Hollywood program packager-producer, to TeeVee Co., Beverly Hills, as executive producer on new dramatic series which goes before the cameras shortly.

Don Zabel, announcer, WISC Madison, Wis., to publicity and promotion dept., Kling Studios' motion picture-television operations, Chicago.

H. Grant Atkinson appointed director of slide film div., Kling Studios Inc., Chicago.

Les Wysong, head of New York office, Alexander Film Co., Colorado Springs, Colo., to home studies as scenario and creative consultant.

S. Alexander MacKay named Ontario manager, Associated Screen News Ltd., with offices at Toronto, succeeding **J. J. Chisholm** who moves to head office in Montreal.

Manufacturers

Paul F. Swantee, comptroller of IT&T, elected member of board, that corporation.

Anthony Dillon, eastern sales manager, CBS-Columbia, named midwestern sales manager. **J. H. Davidson,** formerly Eastern sales manager, Coolerator div. of IT&T, succeeds Mr. Dillon.

B. F. Valliere named vice president and general manager, F. W. Sickles div., General Instrument Corp., Elizabeth, N. J.

Charles H. Coombe, national retail merchandising head, Motorola Inc., named manager of Florida operations, television receiver div., Allen B. DuMont Labs Inc., Clifton, N. J.

CHNS
The Shortest Route
To Results in
This Area Is Via
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS

WHEN KDKA Pittsburgh Manager L. R. Rawlins (r) awarded a clock radio to David W. Rial (l), retired school principal, for winning a contest on radio popularity, the station's promotion manager, Dave Lewis (not shown), recognized Mr. Rial as his high school teacher of more than 20 years ago.

William B. Shantz, formerly of Pabco Products Inc., S. F., named to executive staff of sales div., Ampex Corp., Redwood City, Calif.

John A. Oliver, research analystic dept., Hughes Aircraft Co., Culver City, Calif., to Cinema Engineering Co., Burbank (electronics equipment), as staff engineer.

Trade Associations

Robert C. Coleson, Pacific Coast representative, The Advertising Council Inc., and **Wes Cameron,** production dept., Ralph Edwards Enterprises, program packagers, named first and second vice-presidents, respectively, of Hollywood Ad Club. Added to HAC board of directors were **Frank Crane,** managing director, Southern California Broadcasters Assn., and **Jon Barkhurst,** ABC Radio western div. publicity-promotion manager.

Robert B. Freeman, art director, Charles R. Stuart Adv., S. F., elected president, Art Directors Club of San Francisco; Also elected: **Ettore Firenze,** vice president and art director, Brisacher, Wheeler & Staff Inc., 1st vice president; **Guy Street,** Schmidt Lithograph Co., 2nd vice president; **Frederick J. Herschleb,** McCann-Erickson Inc., secretary, and **Walter T. Warde,** Foster & Kleiser Co., treasurer.

Morris Mindel, commercial manager, KGST Fresno, elected president of newly organized California Daytime Broadcasters Assn. Vice president is **Kenneth Aitken,** general manager, KTKR Taft and secretary-treasurer, **James Hodges,** commercial manager, KWSO Wasco. Directors include **George Nixon,** manager, KBIF Fresno, **George Baron,** manager, KOWL Santa Monica, and **Hugh Turner,** manager, KTIM San Rafael.

Representatives

Mike Shapiro, assistant and commercial manager, KDUB-TV Lubbock, Texas, to tv sales dept., Avery-Knodel Inc., Chicago.

Lawrence Krasner, vice president, Forjoe & Co. Inc., L. A., father of son, Robert, Feb. 21.

IN
JACKSONVILLE
it's ...

WJHP
TV

276,000 WATTS
NBC•ABC•DUMONT
NETWORKS

CHANNEL 36
The South's
Finest
UHF Station

For information
Call
New York
MU 7-5047
Jacksonville
98-9751

RECORDING 'FIRST'

WVEC (TV) Hampton, Va., claims to be the first station to air orchestra leader Ralph Marterie's latest record, "Big Noise from Winnetka," which was released three days after his appearance as "guest chef" on that station's *The Cook's Corner.* Marterie appeared with Margaret Walsh and showed how to prepare his own special recipe for spaghetti sauce. After the show he was interviewed on WVEC Radio where he presented disc m.c. Ken Johnson and Program Director Bob Drill an autographed copy of the record.

AUSSIE NEWSPAPER PROMOTION

TO PUBLICIZE its new evening program lineup, 2GB Sydney, key station of the Macquarie Broadcasting Service, Australia, purchased a full page advertisement in *The Sydney Morning Herald.* In addition, an eight page supplement titled *The 2GB Success Story* was carried in the Australian trade paper, *Broadcasting and Television.* It featured an article by Clive Ogilvy, 2GB managing director, highlighting the "Down Under" station's rise to success.

WIP Offers Remedy

WIP Philadelphia distributed a specially-designed note pad to delegates at the canners and grocers convention in Atlantic City. In addition to the pages for notes, two packets of Alka-Seltzer tablets were clipped to the pack cover, captioned "for day after results." Below was a reminder that "for everyday results" advertisers should sponsor WIP's *Kitchen Kapers* and use the station's chain merchandising plan.

DISC JOCKEY 'ALARM'

THE EARLY morning d.j. (6:30-9:30) of WNOR Norfolk, Va., informally suggested that if early risers had any difficulty getting up, he'd be glad to give them a wake-up telephone call, and according to that station, orders have been coming in at the rate of 100 per day. Mike Woloson, WNOR's early-bird d.j., wakes up listeners and tells them the time and the temperature during his show. The station reports that everyone has expressed satisfaction with the service being rendered.

KORK TURKISH PROGRAMS

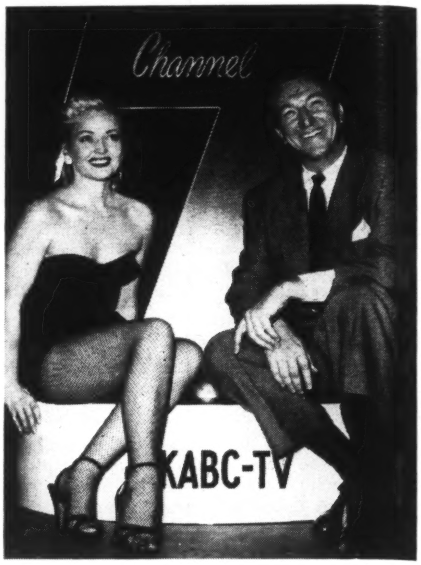
KORK Las Vegas reports the broadcast of an exclusive testimonial introduction by Sen. Pat McCarran (D-Nev.) on behalf of visiting Turkish President Celal Beyar and his wife at a banquet staged by the Las Vegas Chamber of Commerce. The President's remarks were translated for listeners by an official interpreter, and according to the station, KORK also acted as a relay agent for the Voice of America by originating five special programs for the citizens of Turkey, prepared by a VOA Turkish representative.

TOOL KIT PROMOTION

PUBLICITY people of Crosley's WLW television stations mailed leading radio-tv editors in Ohio, Ind., and Ky., tool kits to remind them that "NBC is building a 'home,' to be completed on March 1." The reference was to the new home program slated for NBC debut on that date. In addition, Crosley stations in Cincinnati, Dayton and Columbus hit the area papers with specially prepared stories and women club leaders, colleges and universities received letters notifying them of the coming NBC program.

'COCK-EYED' MAILING PIECE

TELEVISION Programs of America is sending a promotion piece in an envelope which bears an enlarged photograph of an exaggeratedly cross-eyed youngster under the heading: "Are you just a cock-eyed optimist?" Enclosed is the following theme: "Are you just a cock-eyed optimist? . . . Of course not!" The presentation goes on to explain that TPA is "optimistic" because it has "proof" . . . big box office pay off, universal audience appeal, quality and showmanship. The package TPA is promoting includes such movie features as "Twin Beds" with Joan Bennett and George Brent, "International Lady," with Basil Rathbone, "Man in the Iron Mask" with Louis Hayward, "My Son, My Son" with Madeline Carroll, and many other movie features.



THE CHANGE of ABC-TV's Hollywood station call letters to KABC-TV (from KECA-TV) is emphasized by Maxine Marlow, the "KABC Girl," as station manager Frank King smiles approval and fights for attention.

'SOUNDBREAK' PROMOTION

RADIO station-break plan to promote NBC Chicago personalities and shows has been instituted by WMAQ Chicago throughout its 24-hour broadcast schedule.

Titled *Soundbreaks,* the inserts feature 30 sound effect devices as attention-getters and voices of stars plugging their own programs and others on the WMAQ schedule, according to John Keys, advertising and promotion manager for WMAQ-WNBQ-TV.

'FLIP-FLOP' VOTES

A NEW disc jockey show on WJJD Chicago gives listeners an opportunity to vote on the potentialities of new songs. Titled *Stan, the Record Man,* program features a "Flip-Flop," where the listener is invited to call the station while the show is on the air and vote a new record a day a "Flip" or a "Flop." The station reports great listener interest in the show and it is distributing in stores and record shops in a five-state area, streamers that say: "Pick the Hits Each Day with Stan, the Record Man, WJJD, by calling State 2-5466."

WSGN BUS PROMOTION

WSGN Birmingham, Ala., carries a running promotion on a Birmingham Transit Co. trolley

ATLANTA
MACON
SAVANNAH

Only a combination of stations can cover Georgia's major markets.

WAGA ATLANTA 5000 w 590 kc CBS Radio
WMAZ MACON 10,000 w 940 kc CBS Radio
WTOC SAVANNAH 5000 w 1290 kc CBS Radio

The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

bus. The bus, which alternates daily on one of the 10 lines throughout the city, is painted a bright yellow with black letters calling attention to "WSGN, 610 on your dial." Blue background medallions on both sides near the rear boost different shows. On Thursday evenings between 6:30-8, passengers ride into town free as guests of WSGN. Station plugs the "free-route" each Thursday and invites listeners to ride into town as its guests.

WAKR-TV BROCHURE

WAKR-TV Akron is distributing a blue and white promotional brochure extending a "Welcome to WAKR-TV." Through six pages of pictures and diagrams the reader is taken on a tour of station's Television Center. Pictured are the reception room, studios, control and projection rooms, executive offices, sponsors rooms and administrative offices, all newly furnished and decorated. The brochure points up the station's advantages: "zoned heating, air conditioning, latest available and finest quality technical equipment plus an experienced staff to bring Akron top-caliber local and national programs on 'Akron's Own Station'."

TV EXPOSITION HIGHLIGHTS

COLOR tv was brought to several thousand people attending the first annual New England Tv Exposition held in Worcester, Mass. WBZ-TV Boston broadcast an NBC-TV *Howdy Doody* colorcast to special receivers in the Worcester auditorium. The live tv shows were telecast from the stage of the auditorium by WWOR-TV Worcester, home town sponsor. Many tv personalities, including Captain Video, were on hand for the exposition and WWOR-TV reports an immediate increase in sales of tv sets and uhf converters in the Worcester area.

WSLS MAP PROMOTION

WSLS-AM-TV Roanoke has published for distribution to advertisers and radio and tv stars, maps of stations' coverage area. NBC star Dave Garroway was presented with the mounted first print of the map by Horace Fitzpatrick, stations' assistant manager. Done in brown tones on Strathmore parchment paper, the map is not of a commercial nature, designed rather for educational, historical and scenic value so that the recipients can better understand the background and cultural influence of the area. The station believes that this is the first map of its kind covering that section of Virginia.

KNPT 'MARKETSCOPE'

KNPT Newport, Ore., is sending to agencies its 14-page "Audience Marketscope," a brochure compiled and produced by Market Data Associates, Ames, Iowa. The brochure covers station popularity, early morning listening, noontime listening and program preferences. The booklet states that 2,164 homes were contacted in six cities and towns on the basis of calling every third residential number in the exchange directories, and 1,478 preferred KNPT's programming. The last page of the brochure has a map showing the station's coverage area and a chart of audience, sales and farm data.

Front Page Coverage

A SPECIAL edition of the *Boston Daily Globe*, with front page banner and stories on the visit of Free & Peters personnel to WBZ-TV Boston, was made up for distribution to the visiting "Colonels." Copies, dated Feb. 15, covered the Jan. 25 activities, the second phase of F&P visits to WBZ-TV and WPTZ (TV) Philadelphia. Trips were designed to further acquaint F&P with the two Westinghouse stations whose national spot sales representation F&P assumed Feb. 1 [B•T, Feb. 1].

WOAI-TV 'TALENT ROUNDUP'

AN AUDIENCE participation show for youngsters, titled *Sagebrush Talent Roundup*, is being sponsored for a 52-week period by the Coca-Cola Bottling Co., San Antonio, over WOAI-TV that city. The company's concentration on the children's market, according to WOAI-TV, is partly the result of a 1953 three-month survey of tv usage by soft drink manufacturers, conducted by that station, which indicated that manufacturers consider children the primary target for their products. The half-hour Saturday show features "Ol Sage" Art Dickson, formerly the radio Tom Mix of the Ralston Straight Shooters. The program showcases talent up to and including high school students, has community sings and a quiz session where prizes are awarded for correct answers.

FREE RAILROAD BOOKLETS

THREE free booklets titled "Quiz," "Highlights" and "Railroad Oddities," containing information about railroads are available on request to Association of American Railroads, 924 Transportation Building, Washington 6, D. C. "Quiz" presents in question-and-answer form information about American railroads' history, physical characteristics, traffic, operations and services; "Highlights" presents significant events and "firsts" identified as to time and place, and "Rail Oddities" is a collection in cartoon style of odd and interesting facts about railroads.

REAL ESTATE PROGRAM

PROSPECTIVE house-hunters have assistance from television in a new program inaugurated on WVEC-TV Hampton, Va. Called *The Tv Real Estate Guide*, the program shows viewers listings of member firms of Norfolk, Portsmouth, Virginia Beach and the Peninsula Board of Realtors. A series of pictures of listings for the week with descriptions is followed by identification of the firm carrying the listings. Interviews will be conducted from time to time to discuss real estate topics, including what to look for when buying a home.

EDUCATION COUNCIL SHOW

THE FIRST television production of the Des Moines Educational Television Council was carried over a closed circuit for an audience of invited guests in the KRNT (TV) studio at KRNT Theatre, in that city. The 30-minute production was an adaptation from a magazine story dealing with the self-consciousness of the early teen-ager and was viewed by 50 people.

EVEN IN NAPLES THEY WATCH

W·H·E·N

Ecumpari! Is lotsa fun in-a Napoli . . is all-a time festa! In Napoli is-a WHEN!

Paisan or signore, folks in Naples, N.Y., take to WHEN with enthusiasm. Like 250 similar communities in up-state New York, they have their pizza and vino in the living room, rather than lose one magical moment of Channel 8 . . . and when people feel like that, at's amore! They look to WHEN as their buying guide, too, and from antipasto to spumoni, WHEN shows 'em and tells 'em. Want customers for *your* product? Come on-a our house!

SEE YOUR NEAREST
KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A
MEREDITH
STATION

W·H·E·N
TELEVISION
SYRACUSE

Station Authorizations, Applications

(As Compiled by B • T)

Feb. 18 through Feb. 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Jan. 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,508	527	101
CPs on air	16	28	†268
CPs not on air	120	19	197
Total on air	2,524	555	†369
Total authorized	2,644	574	566
Applications in hearing	133	3	180
New station requests	165	4	134
Facilities change request	144	26	26
Total applications pending	749	134	302
Licenses deleted in Jan.	1	7	0
CPs deleted in Jan.	2	0	13

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*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Feb. 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,531	2,517	143	167	133
Fm	564	528	47	4	3

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	219	301	520
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	239	124	363
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	909	337	703	524	1,228[2]
Educational	52		26	26	52[3]
Total	961	337	729	550	1,281[4]

[1] Forty-eight CPs (9 vhf, 39 uhf) have been returned.

[2] One applicant did not specify channel.

[3] Includes 29 already granted.

[4] Includes 543 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Selma, Ala.—Deep South Bcstg. Co. (WBAM Montgomery), granted vhf ch. 8 (180-186 mc); ERP 2.51 kw visual, 1.26 kw aural; antenna height above average terrain 360 ft., above ground 387 ft. Estimated construction cost $136,541, first year operating cost $100,000, revenue $140,000. Post office address Box 1447, Montgomery, Ala. Studio and transmitter location 3 miles W of Selma. Geographic coordinates 32° 24′ 00″ N. Lat., 87° 05′ 10″ W. Long. Transmitter Standard Electronics, antenna GE. Legal counsel Charles S. Rhyne, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include **Mrs. J. F. Richardson** (10%); Treasurer **William E. Benns Jr.** (35%), engineer secretary-treasurer-10% stockholder WVOK Birmingham and stockholder Alabama Telecasting Co., applicant for ch. 12 in Montgomery; President **William J. Brennan** (40%), chief engineer WVOK and 11.7% subscriber to Alabama Telecasting; **Frances U. Brennan** (5%) and Vice President **Cyril G. Brennan** (5%). Granted Feb. 24.

El Dorado, Ark.—Southern Arkansas Television Co., granted vhf ch. 10 (192-198 mc); ERP 2.82 kw visual, 1.41 kw aural; antenna height above average terrain 250 ft., above ground 237 ft. Estimated construction cost $95,000, first year operating cost $93,000, revenue $100,000. Post office address % W. M. Bigley, KVMA Magnolia, Ark. Studio location to be determined. Transmitter location on U. S. Rte. 167, 2.4 mi. SSE of center of El Dorado. Geographic coordinates 33° 11′ 01″ N. Lat., 92° 37′ 50″ W. Long. Transmitter Gates, antenna RCA. Consulting engineer Robert M. Silliman, Washington. Principals include President **Dr. Joe F. Rushton** (33.3%), 30% owner Magnolia Bcstg. Co. (KVMA Magnolia, Ark.); Vice President **W. C. Blewster Jr.** (33.3%), 3.9% owner KVMA, and Secretary-Treasurer **Wm. M. Bigley** (33.3%), 12½% owner KVMA. Granted Feb. 24.

Washington, D. C.—United Bcstg. Co. (WOOK, WFAN (FM)), granted uhf ch. 50 (686-692 mc); ERP 22.9 kw visual, 13.5 kw aural; antenna height above average terrain 340 ft., above ground 340.8 ft. Estimated construction cost $130,840, first year operating cost $175,000, revenue $175,000. Post office address 8th & Eye Sts., N.W., Washington. Transmitter location First Place and Riggs Rd., N.E. Geographic coordinates 38° 57′ 17″ N. Lat., 77° 00′ 17″ W. Long. Transmitter DuMont, antenna Workshop Assoc. Legal counsel, Cohn & Marks, Washington. Consulting engineer A. A. Snowberger, Washington. Principals include President **Richard Eaton** (2%), president and 98% owner World News Service, Washington news gathering agency; Secretary-Treasurer **Margaret G. Eaton** (1%), Assistant Secretary-Treasurer **Lavalle G. Hart,** owner *Alexandria Tribune, Fairfax Journal*, both in Va., and secretary and 2% stockholder World News Service. **United Bcstg. Co.,** (97%) is beneficial owner of stock held by Mr. and Mrs. Eaton. All of the stock is voted by Richard Eaton. United Bcstg. is owner of WSID-WTLF (TV) Baltimore, Md.; WANT Richmond, Va.; WARK Hagerstown, Md.; WINX Rockville, Md.; WJMO Cleveland, Ohio. Granted Feb. 24.

West Palm Beach, Fla.—WEAT-TV Inc., granted vhf ch. 12 (204-210 mc); ERP 50.12 kw visual, 26.98 kw aural; antenna height above average terrain 303 ft., above ground 335 ft. Estimated construction cost $305,237, first year operating cost $205,000, revenue $204,750. Post office address P. O. Box 619, West Palm Beach. Studio and transmitter location 0.9 mi. W & S of West Palm Beach city limits, near intersection Congress & Lark Rds. Geographic coordinates 26° 33′ 26.5″ N. Lat., 80° 05′ 13.5″ W. Long. Transmitter and antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **James Robert Meachem** (35%), owner WEAT Lake Worth, Fla.; Vice President **James W. McGaughey** (28%), real estate investment and retail furniture; Vice President **E. H. Cochrane** (3.5%), auto dealer, and Secretary-Treasurer **Kenneth J. Horton** (1.4%), attorney and real estate. Grant was/made possible by dismissal of competitive bid of WWPG Palm Beach, which receives $6,000 for expenses incurred. Granted Feb. 19.

Rapid City, S. D.—The Hills Broadcasting Co., granted vhf ch. 7 (174-180 mc); ERP 11.2 kw visual, 5.62 kw aural; antenna height above average terrain 480 ft., above ground 287 ft. Estimated construction cost $132,938, first year operating cost $170,000, revenue $175,000. Post office address % N. L. Bentson, 538 Hamm Bldg., St. Paul, Minn. Studio location to be determined. Transmitter location U. S. Hwy. 16, Rapid City, S. D. Geographic coordinates 40° 02′ 33″ N. Lat., 103° 14′ 14″ W. Long. Transmitter and antenna RCA. Legal counsel Dow Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co. Assoc., Washington. Principals include President **N. L. Bentson**, 87% owner of WMIN St. Paul, Minn. The Hills Bcstg. Co. is owned in equal shares by **WMIN Bcstg. Co., Edmond R. Ruben,** ⅓ owner of KELO Sioux Falls, S. D., and **Joseph L. Floyd,** also ⅓ owner of KELO Sioux Falls. Mr. Bentson owns the remaining ⅓ of KELO Sioux Falls. Granted Feb. 24.

Houston, Tex.—Houston Tv Co., granted vhf ch. 13 (210-216 mc); ERP 316 kw visual and 229 kw aural; antenna height above average terrain 1,043 ft., and above ground 1,079 ft. Estimated construction cost $1,243,978.14, first year operating cost $850,000, revenue $950,000. Post office address 3005 Louisiana, Houston. Studio location to be determined. Transmitter location at intersection of Alpine Rd. & Airline Drive 12.5 miles N of the center of Houston. Geographic coordinates 29° 55′ 59″ N. Lat., 95° 24′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Lloyd J. Gregory;** Vice President **Edwin H. Dyer;** Secretary-Treasurer **Gail Whitcomb.** Mr. Gregory in 1946-51 was vice president and general manager of *Houston Post* (KPRC-TV) and holds a 50% interest in Gregory-Giezendanner Adv. Grant was made possible by withdrawal of competitive bids of KTRH, Houston Area Tv Co. and Tv Bcstg. Co. of Houston. Stock ownership in new company to be formed, Houston Consolidated Tv Co., will be: KTRH (32%); Houston Area Tv Co. (32%); Houston Tv Co. (20%), and Houston Mayor Roy Hofheinz (16%). Granted Feb. 24.

APPLICATIONS

Boston, Mass.—Mass. Bay Telecasters Inc., vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 685 ft. Estimated construction cost $1,000,000, first year operating cost $1,800,000, revenue $2,400,000. Post office address 10 Post Office Square, Room 820, Boston. Studio location Western Ave. & Smith St. Transmitter location Nobscot Hill, Framingham. Geographic coordinates 42° 20′ 44″ N. Lat., 71° 27′ 3″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include President **Alan Steinert** (2.38%), president-treasurer Eastern Co., Cambridge, wholesale distributor for RCA, Whirlpool and International Harvester; Vice President **Forrester A. Clark** (2.98%), investment banker; Treasurer **Louis J. Hunter** (2.98%), attorney; **The Eastern Co.** (16.67%); **WWLP (TV) Springfield, Mass.**

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For *Successful* Advertising

Loyalty: 180,190 listeners ask for copies of the WCKY Almanac to get pictures and stories of their WCKY favorites.

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(4.76%); **James F. Fitzgerald** (2.98%) general director, director of N.E. Airlines, and 7.52% stockholder WWLP (TV), and **Roger L. Putnam** (1.19%), 15.04% stockholder WWLP (TV). Filed Feb. 17.

Parma, Mich. — WIBM Inc. (WIBM-AM-FM Jackson), vhf ch. 10 (192-198 mc); ERP 302 kw visual, 158 kw aural; antenna height above average terrain 1,017 ft., above ground 1,075 ft. Estimated construction cost $974,895, first year operating cost $825,000, revenue $750,000. Post office address 2511 Kibby Rd., Jackson. Studio and transmitter location 2470 W. Michigan Ave., R.F.D. 2, Parma. Geographic coordinates 42° 16′ 42″ N. Lat., 84° 37′ 41″ W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas and Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **Roy Radner** (40%), and Vice President **Herman Radner** (60%), applicant for new am station in Detroit. WIBM Inc. is former permittee of uhf ch. 48 WIBM-TV Jackson. Filed Feb. 23.

Parma, Mich.—Triad Tv Corp., vhf ch. 10 (192-198 mc); ERP 103.4 kw visual, 62.1 kw aural; antenna height above average terrain 554 ft., above ground 573 ft. Estimated construction cost $328,783, first year operating cost $343,080, revenue $387,000. Post office address 842 N Parma Rd., Parma. Studio and transmitter location Scott Rd., between Old & New US Hwy. #12. Geographic coordinates 42° 15′ 56″ N. Lat., 84° 36′ 46″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **C. Wayne Wright** (32.75%), employe of WBCK-AM-TV Battle Creek, Mich.; Vice President **Clem Davis** (2½%), Ford dealer; Treasurer **Leland S. Bisbee Jr.** (2½%), banking; Secretary **Adeline M. Ameden** (2½%), and **Jae D. Kitchen** (9½%), drive-in theatres. There are 23 additional minority stockholders. Filed Feb. 23.

Jefferson City, Mo.—Jefferson Tv Co., vhf ch. 13 (210-216 mc); ERP 85.3 kw visual, 51.8 kw aural; antenna height above average terrain 666 ft., above ground 573 ft. Estimated construction cost $435,922, first year operating cost $389,454, revenue $388,180. Post office address % Mrs. B. G. Handy, 210 Monroe St., Jefferson City. Studio location 218 Capitol Ave. Transmitter location U. S. 54, 2 miles S of New Bloomfield. Geographic coordinates 38° 41′ 28″ N. Lat., 92° 05′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Betty G. Handy** (60.5%), vice president-stockholder KWOS Jefferson City, and vice president-stockholder New Tribune Co., publisher of *Daily Capitol News* and *Post Tribune;* Vice President **Lenore R. Goshorn** (18.1%), president-stockholder KWOS, and president News Tribune Co.; Secretary-Treasurer **Russell L. Rose** (6.0%), vice president-stockholder KWOS and vice president-general manager News Tribune Co., and **Leroy S. Hackman** (10.1%), chief engineer KWOS. Feb. 17.

Beckley, W. Va.—Robert R. Thomas Jr. (WOAY-AM-FM Oak Hill, W. Va.), vhf ch. 4 (66-72 mc); ERP 24.92 kw visual, 14.92 kw aural; antenna height above average terrain 550 ft., above ground 487.75 ft. Estimated construction cost $160,703, first year operating cost $100,000, revenue $150,000. Post office address P. O. Box 251, Oak Hill, W. Va. Studio and transmitter location 0.7 miles S of Oak Hill city limits on U. S. Hwys. 19 & 20. Geographic coordinates 37° 57′ 31″ N. Lat., 81° 09′ 01″ W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman (John A. Moffet), Washington. Mr. Thomas is sole owner WOAY-AM-FM Oak Hill, W. Va. Filed Feb. 19.

APPLICATIONS AMENDED

Dothan, Ala.—Ala-Fla-Ga Tv Inc. amends bid for new tv station on vhf ch. 9 to specify studio location as Cottonwood Rd., Dothan. Filed Feb. 18.

Orlando, Fla.—WHOO Inc. (WHOO) amends bid for new tv station on vhf ch. 9 to specify President Edward Lamb (52%); Prudence H. Lamb (48%) (6.4% individually, 21.6% as trustee for Edward Lamb and 20% as trustee for Priscilla Lamb); and Assistant Secretary-Treasurer Cecile Huebner. Filed Feb. 18.

Buffalo, N. Y.—Great Lakes Tv Inc. amends bid for new tv station on vhf ch. 7 to change ERP to 74 kw visual, 38.7 kw aural; transmitter location to Bleistein Rd., 2.9 miles N, 68° E of Colden, N. Y.; antenna height above average terrain 1,555 ft. Filed Feb. 18.

Odessa, Tex.—Clarence E. Wilson & Phillip D. Jackson d/b as The Odessa Tv Co. amends bid for new tv staion on vhf ch. 7 to change ERP to 26.1 kw visual, 14.12 kw aural; antenna height above average terrain to 380 ft. Filed Feb. 16.

Odessa, Tex.—Cecil Mills & Cecil L. Trigg d/b as **Odessa Tv Co.** amends bid for new tv station on vhf ch. 7 to change name to C. L. Trigg, President, Odessa Tv Co. (a joint venture); change ERP to 20.2 kw visual, 10.12 kw aural; studio location to 5th & Less Sts., Odessa; transmitter location to S of city limits on W side of old Crane Hwy., Odessa; antenna height above average terrain to 378 ft. Filed Feb. 16.

Odessa, Tex.—Ben Nedow tr/as Ector County Bcstg. Co. (KECK) amends bid for new tv station on vhf ch. 12 to change ERP to 51.5 kw visual, 27.7 kw aural; specify studio location as Peoples Furniture Co. Bldg., 118-20 W. 3rd St., Odessa; antenna height above average terrain 320 ft. Filed Feb. 18.

APPLICATIONS DISMISSED

Selma, Ala.—Dallas Bcstrs. Inc. FCC dismissed bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Feb. 18.

Boston, Mass.—James F. Fitzgerald, et al d/b as Mass. Bay Telecasters. FCC dismissed bid for new tv station on vhf ch. 5 at request of attorney. Dismissed Feb. 19.

Jefferson City, Mo.—Capital Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 13 at request of attorney. Dismissed Feb. 18.

Muskogee, Okla.—Okla. Press Pub. Co. (KBIX). FCC Comr. E. M. Webster granted petition to dismiss without prejudice its bid for new tv station on vhf ch. 8. Dismissed Feb. 19.

Sunbury, Pa.—Sunbury Bcstg. Corp. FCC dismissed bid for new tv station on uhf ch. 65 at request of applicant. Dismissed Feb. 23.

Shamokin, Pa.—Radio Anthracite Inc. FCC dismissed bid for new tv station on uhf ch. 65 at request of attorney. Dismissed Feb. 23.

Rapid City, S. D.—KOZY Tv Inc. FCC dismissed bid for new tv station on vhf ch. 7 at request of attorney. Dismissed Feb. 18.

Wenatchee, Wash.—Wescoast Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 55 at request of attorney. Dismissed Feb. 23.

Wenatchee, Wash.—Central Wash. Telecasters Inc. FCC dismissed bid for new tv station on uhf ch. 55 at request of attorney. Dismissed Feb. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

WBOC-TV Salisbury, Md.—Peninsula Bcstg. Co. granted STA to operate commercially on uhf ch. 16 for the period ending May 11. Granted Feb. 18; announced Feb. 24.

WPMT (TV) Portland, Me.—Portland Telecasting Corp. granted modification of CP for uhf ch. 53 to change ERP to 17.4 kw visual, 9.33 kw aural; antenna height above average terrain 260 ft. Granted Feb. 16; announced Feb. 24.

KHOL-TV Holdrege, Neb.—Bi-States Co. granted modification of CP for vhf ch. 13 to change ERP to 287.8 kw visual and 143.9 kw aural. Granted Feb. 16; announced Feb. 24.

WTRI (TV) Schenectady, N. Y. — Van Curler Bcstg. Corp. granted modification of CP for uhf ch. 35 to change ERP to 163 kw visual, 85.2 kw aural; directional antenna; antenna height above average terrain 990 ft. Granted Feb. 16; announced Feb. 24.

WHP-TV Harrisburg, Pa.—WHP Inc. granted modification of CP for uhf ch. 55 to change ERP to 81 kw visual, 41 kw aural; antenna height above average terrain 909 ft. Granted Feb. 18; announced Feb. 24.

WKAQ-TV San Juan, P. R.—El Mundo Bcstg. Corp. granted STA to operate commercially on vhf ch. 2 for the period ending March 23. Granted Feb. 12; announced Feb. 24.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. granted modification of CP for vhf ch. 11 to change ERP to 316 kw visual, 158 kw aural; transmitter location to 8 miles SE of Port Orchard, Wash.; antenna height above average terrain 800 ft. Granted Feb. 19; announced Feb. 24.

STATION DELETED

WMEV-TV Marion, Va. — Mountain Empire Bcstg. Corp. FCC deleted tv station on uhf ch. 50 at request of attorney. Deleted Feb. 15.

New Am Stations . . .

APPLICATIONS

Lemars, Iowa—B & B Bcstg. Co., 1410 kc, 1 kw daytime. Post office address % Charles E. Loving, Box 191, Nevada, Mo. Estimated construction cost $17,306, first year operating cost $30,000, revenue $42,000. Principals include President **Charles E. Loving** (62½%), car dealer, and General Manager **Robert M. McKune** (37½%), news director, WBLN (TV) Bloomington, Ill. Filed Feb. 11.

Salem, Ohio—Myron Jones, 1570 kc, 1 kw daytime. Post office address 4004 Elmwood Ave., Erie, Pa. Estimated construction cost $12,095,

Do You Know This Man?

He is Benton Paschall, vice president and general manager of WNOE, New Orleans, La. He says—

"The SESAC slogan 'The Best Music in America' is certainly true. I personally do not see how a radio station can be properly operated for the best programs unless SESAC is used. WNOE has used SESAC music for many years and we will continue to do a good programming job with the use of SESAC material. The SESAC Transcribed Library guarantees that your station will be the most popular in your area. Without SESAC our Program Department would be at a great disadvantage."

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See and hear the SESAC Program Service by dropping a card to—

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first year operating cost $50,000, revenue $60,000. Mr. Jones is president-general manager-majority stockholder WJET Erie, Pa. Resubmitted Feb. 15.

Existing Am Stations . . .

STATION DELETED

WTHT Hartford, Conn.—Hartford Times Inc. FCC granted request for cancellation of license and deletion of call letters. Deleted Feb. 13; announced Feb. 24.

Existing Fm Stations . . .

ACTION BY FCC

WGBH (FM) Boston, Mass.—WGBS Educational Foundation, granted CP to change ERP of non-commercial educational fm station to 15.5 kw. Granted Feb. 15; announced Feb. 24.

Ownership Changes . . .

ACTIONS BY FCC

KBIS Bakersfield, Calif. — Marmat Radio Co. granted involuntary assignment of license to Metta C. Mattley, executrix of the estate of James L. Mattley (2.03%), deceased; Guy Marchetti, Fred Marchetti, Reno Marchetti, Umbert Cantelmi, Julian Cantelmi and Harold Brown d/b as Marmat Radio Co. Granted Feb. 15.

WCNU Crestview, Fla.—D. Grady O'Neal & H. French Brown d/b as Gulf Shores Bcstg. Co. seeks involuntary assignment of license to H. French Brown (50%), and Charles C. O'Neal (50%), administrator of the estate of D. Grady O'Neal, deceased d/b as Gulf Shores Bcstg. Co. Granted Feb. 17.

KEEP Twin Falls, Idaho—Radio Sales Corp. granted voluntary transfer of negative control to H. W. Ireland through purchase of 50% interest for $11,800 from Archie L. & Margaret D. H. Madsen. Principals include Secretary-Treasurer **H. W. Ireland** (45%), Vice President **Kenneth Montgomery** (2⅖%) and **Mary Jane Ireland** (2⅖%). Granted Feb. 18.

WGRY Gary, Ind.—WGRY Inc. granted voluntary transfer of control to George M. Whitney & Carlina L. Whitney through purchase of remaining 8.57% interest from Frederik K. Feyling for $2,400. Mr. and Mrs. Whitney will now each own 50% interest. Granted Feb. 15.

Morgan City, La.—Joe Phillips, A. A. Bensabat Jr. & Mortimer Silverman d/b as Tri-City Bcstg. Co. granted voluntary assignment of CP for new am station on 1430 kc to Tri-City Bcstg. Inc. Messrs. Bensabat and Silverman will each receive 50 shares of stock at par value of $100 in assignee. Mr. Phillips sells his ⅓ interest for $250. Principals include **Warren J. Fortier,** auto dealer; **John Fernandez,** trucking service; **J. Edwin Kyle Jr.,** lumber, and **James A. Robinson,** chief engineer WMPA Aberdeen, Miss. Granted Feb. 18.

WCKG (TV) New Orleans, La.—CKG Tv Co. granted voluntary transfer of control of permittee corporation from R. Zehtner et al to Lester Kamin, Billy B. Goldberg and Pat Coon through cancellation of prior agreement to purchase two-thirds interest. Principals, stockholders of WMRY New Orleans and KCIJ Shreveport, La. Granted Feb. 18.

KXGN Glendive, Mont.—Lewis Wiles Moore granted voluntary assignment of license to Glendive Bcstg. Corp. No consideration involved as Mr. Moore retains 99% interest; Mary L. Moore (0.05%), and Elizabeth Kinsfater (0.05%). Granted Feb. 18.

KGFW Kearney, Neb.—Central Neb. Bcstg. Corp. granted voluntary acquisition of voluntary control by Belle M. Thomas through purchase of 48% interest from other stockholders for $51,000. Mrs. Thomas will now own 85.5% interest. Granted Feb. 18.

WSSB Durham, N. C.—Public Information Corp. granted voluntary transfer of control to Edgar L. Clinton, Benjamin Shedleski, Adele Shedleski, and Martin Shedleski through sale of all stock for $18,500 and assumption of indebtedness for $15,000. Principals will now include **E. L. Clinton** (50%), salesman WSSB; **Benjamin Shedleski** (⅙), bowling alley owner; **Mrs. Adele C. Shedleski** (⅙) and **Martin Shedleski** (⅙). Granted Feb. 18.

KATL Houston, Tex.—Texas Bcstrs. Inc. granted voluntary transfer of control to Jules J. Paglin and Stanley W. Ray Jr. through sale of all stock for $156,367. Principals include President-Treasurer **J. J. Paglin** (50%), president-½ owner WBOK New Orleans, La.; president-12% owner WCNO-TV New Orleans; president-½ owner WXOK Baton Rouge, La., and president and stockholder KAOK Lake Charles, La.; Vice President-Secretary **S. W. Ray Jr.** (50%), vice president-½ owner WBOK; vice president-secretary-½ owner WXOK; vice president-general manager WCNO-TV, and vice president-stockholder KAOK. Granted Feb. 18.

KCLW Hamilton, Tex.—Clyde Weatherby tr/as Hamilton Bcstg. Co. granted voluntary assignment of license to C. M. Hatch & Coy Perry d/b as Hamilton Bcstg. Co. for $35,000. Principals in partnership are **C. M. Hatch** (25%), ¼ owner *Hamilton Herald News,* Hamilton, and Dublin-Pub. Co., Dublin, Tex., and **Coy Perry** (75%), ¾ owner *Hamilton Herald News,* ½ owner Dublin Pub. Co., and sole owner *Teague Chronicle,* Teague, Tex. Granted Feb. 18.

KTUE Tulia, Tex.—Clint Formby tr/as Tulia Bcstg. Co. granted voluntary assignment of CP for new am station to Clint Formby & Marshall Formby d/b as Tulia Bcstg. Co. for ⅓ interest in KSML Seminole, Tex. Clint Formby will own ⅔ interest and Marshall Formby will own ⅓ interest. Granted Feb. 18.

KSML Seminole, Tex. — Marshall Formby granted voluntary assignment to Marshall Formby & Clint Formby d/b as Hamilton Bcstg. Co. for ⅓ interest in Tulia Bcstg. Co., Tulia, Tex., new am station there. Marshall Formby will own ⅔ interest and Clint Formby will own ⅓ interest. Granted Feb. 18.

APPLICATIONS

KTIP Porterville, Calif.—T. F. Tighe seeks assignment of license to Ralph F. Miller for $50,000. Mr. Miller is salesman for *Call-Bulletin,* San Francisco. Filed Feb. 17.

WAMS Wilmington, Del.—Wilmington Tri-State Bcstg. Co. seeks assignment of license to Rollins Bcstg. Inc. for $5,000 and assumption of liabilities totaling $105,000. Rollins operates WRAD Radford, Va.; WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va. and is permittee for WHRN Dover, Del. Rollins proposes to dismiss its bid for new am station in Wilmington. Filed Feb. 15.

WDAK-TV Columbus, Ga.—Martin Theatres of Ga. Inc. and Radio Columbus Inc. (Ala. Corp.) d/b as Tv Columbus seeks assignment of CP for uhf ch. 28 to Martin Theatres of Ga. Inc. and Radio Columbus Inc. (Ga. Corp.) d/b as Tv Columbus. No consideration involved. Filed Feb. 15.

KILA Hilo, Hawaii—John D. Keating & J. Elroy McCaw d/b as The Island Bcstg. Co. seeks voluntary assignment of license to James Emile Jaeger for $25,000. Mr. Jaeger is KILA station manager. Filed Feb. 16.

WCIL Carbondale, Ill.—Paul F. McRoy & Ann E. Searing, individually and as executrix of the estate of John E. Searing (⅓), deceased, d/b as Southern Ill. Bcstg. seeks assignment of license to Paul F. McRoy (⅓) and Ann E. Searing (⅔), d/b as Southern Ill. Bcstg. through court order transferring J. H. Searing's ⅓ interest to Ann E. Searing. Filed Feb. 15.

KJEF Jennings, La.—Jennings Bcstg. Co. seeks voluntary transfer of control to Clovis L. Bailey through purchase of 75% interest from Maxwell J. Thomas (50%) and B. Hillman Bailey Jr. (25%) for $14,203. Mr. Bailey will now be sole owner. Filed Feb. 15.

KCNI Broken Bow, Neb.—Custer County Bcstg. Co. seek voluntary transfer of control to Bud Crawford through purchase of 9.3% interest from Clyde R. Lash for $3,000. Mr. Crawford will now own 53.48%. Filed Feb. 15.

KTJS Hobart, Okla.—T. J. Shriner seek voluntary assignment of license to Alfred Ray Fuchs for $16,500. Mr. Fuchs is city engineer and manager of utilities for Floydada, Tex. Filed Feb. 12.

KEXX San Antonio, Tex.—Manuel D. Leal seeks voluntary assignment to Leal Bcstg. Co. No consideration involved as Mr. Leal is sole owner of newly formed company. Filed Feb. 15.

WKTY La Crosse, Wis.—La Crosse Bcstg. Co. seeks assignment of license to Lee & Associates Inc. for $90,000. Principals include President-Treasurer Herbert H. Lee (90%), former co-partner KDHL Fairbault, Minn., and his wife Elaine F. Lee (10%). Filed Feb. 17.

Hearing Cases . . .

INITIAL DECISION

Charleston, S. C.—New Tv, vhf ch. 2. FCC hearing examiner Charles J. Frederick issued initial decision looking toward grant of the application of Southern Bcstg. Co., for construction permit for new tv station in Charleston, S. C., on ch. 2. Action Feb. 23.

OTHER ACTIONS

Fresno, Calif.—Vhf ch. 12 proceeding. By order, the Commission (1) granted request by KARM for deletion of issue concerning its financial qualification from the order designating for hearing its application and that of California Inland Bcstg. Co. for new tv station in Fresno, Calif., on ch. 12; (2) denied KARM's request to enlarge issues to include an issue as to the financial qualifications of both applicants; and (3) gave examiner authority to enlarge the issues to permit inquiry into the adequacy of funds available to the applicant. Action Feb. 24.

Daytona Beach, Fla.—Vhf ch. 2 proceeding. FCC designated for hearing in Washington on March 2 the competitive applications of News-Journal Corp. and Telrad Inc. for new tv stations on vhf ch. 2. Action Feb. 24.

WLOI La Porte, Ind.—By order, the Commission granted Jan. 4, petition of WLOI La Porte, Ind., and vacated Show Cause Order of Nov. 25, directed against that company for failure to file annual ownership report, and cancelled hearing in this proceeding. Action Feb. 19.

Multiple Ownership—Westinghouse Bcstg. Co. By order, the Commission denied that portion of petition filed Feb. 16, by Westinghouse Bcstg. Co. which sought reconsideration of Commission's multiple ownership rules adopted Nov. 25, and reconsideration of the Commission's interpretation thereof in a letter to Westinghouse dated Feb. 10, regarding applicability of the rules to the petitioner. The petitioner is "granted a reasonable period of time before being required to achieve compliance with the rules in question, the duration of such period to be determined by subsequent Commission action on appropriate request by the petitioner." Comr. Sterling issued a concurring statement. Action Feb. 19.

Endicott, Binghamton, N. Y.—Uhf ch. 40 proceeding. FCC announced its memorandum opinion and order, adopted Feb. 24, granting a petition filed Dec. 17, by Ottaway Stations Inc., to the extent of clarifying issues with respect to Sect. 307(b) in the proceeding involving applications of Ottaway and Southern Tier Radio Service Inc. for new tv station on ch. 40 in Endicott and Binghamton, N. Y., respectively. Action Feb. 24.

Providence, R. I.—The Commission announced its memorandum opinion and order of Feb. 18, denying petition filed Nov. 12, by ch. 16 of Rhode Island Inc., Providence, R. I., to revise the hearing procedure and amend the Commission's memorandum opinion and order of Oct. 28, designating issues and specifying the procedure in hearing involving ch. 16's protest to the grant to Cherry & Webb Bcstg. Co. for new tv station (ch. 12) in Providence and STA; granted Cherry & Webb request of Dec. 21, to withdraw its request to enlarge the issues. Action Feb. 19.

Spartanburg, S. C.—FCC by memorandum opinion and order, dismissed protest filed Feb. 2, by Sterling Telecasting Co., permittee of tv station WSCV (ch. 17), Spartanburg, to Commission grant on Jan. 27, of STA to WORD-TV for interim operation on ch. 7 with transmitter on Paris Mountain. Action Feb. 18.

Charleston, S. C.—Vhf ch. 2 proceeding. FCC Comr. E. M. Webster granted petition of Charleston Bcstg. Co. to dismiss without prejudice its bid for new tv station on vhf ch. 2 and retained in hearing application of Southern Bcstg. Co. Action Feb. 24.

Tv City Priority List Abolished—FCC announced since the processing of non-competitive

(Continued on page 96)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
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U. S. TELEVISION OWNERSHIP BY COUNTIES

AS OF NOV. 1, 1953

(Released by CBS Television Research Dept.; Compiled by A. C. Nielsen Co.)

ON THE following pages B•T presents in full the nationwide, county-by-county survey of television homes conducted by the A. C. Nielsen Co. for CBS Television [B•T, Feb. 15]. The study shows the staggering increase in all facets of television during the six months from May to November 1953 and follows CBS-TV's first county-by-county report on tv ownership last May 1.

The CBS-TV-Nielsen undertaking, based on an actual sample of 100,000 families in the 3,000 U. S. counties and said by CBS-TV to be the largest in tv history, shows that as of Nov. 1, 1953, end of the survey, 58% of the nation's families—27,506,500 out of 47,191,500—owned video sets. A total of 1,774,690 uhf homes was reported.

During this six-month period the number of tv markets doubled, tv counties had increased by nearly 50% and the number of sets had increased by almost four million.

Television ownership by state ranged from a high of 89% in Rhode Island to a low of 5% in Montana. Highest penetration by geographical area was the Middle Atlantic States (New York, New Jersey, Pennsylvania) with 78% and lowest was the Mountain States (Arizona, Colorado, Idaho, Montana, Nevada) with 32%. New York State had the highest set ownership with 3,612,620, California had 2,809,460 and Pennsylvania 2,276,640. Topping the million mark were Ohio, Illinois, Michigan, Massachusetts, New Jersey and Texas.

The following definitions and symbols apply in the tables:

Total families: *Sales Management* estimates of total families in each county as of Nov. 1, 1953.

Tv families: Number of families with tv sets (vhf, uhf or both) in each county on Nov. 1, 1953, as determined by this survey. These figures are reported individually by county only if 10% or more of all families in a county report tv sets.

Uhf families: Number of families with tv sets equipped to receive a uhf signal. These figures are reported only if 10% or more of *all* families in a county report uhf sets.

Tv counties: Counties with at least 10% set-owning families.

Other counties: Counties with less than 10% tv ownership, reported for each state as a group.

† Indicates a county which is part of a Nielsen cluster; i.e., a group of two or more adjacent counties used as a sampling unit. Percentage of tv ownership for cluster is applied to each county in the cluster.

* Indicates a tv county with some uhf but less than 10% of all families, and hence uhf ownership is not reported separately, although uhf families for such a county are reported in state totals. Thus, state total of uhf families may exceed the sum of individually reported counties.

LT: Indicates less than 1%.

ALABAMA

TV counties	*total families*	*TV families*		*UHF families*	
Baldwin	11,700	2,790	24%	1,320	11%
†Bibb	4,200	2,600	62		
†Blount	7,400	2,860	39		
†Bullock	3,500	600	17	490	14
Calhoun	22,300	10,360	46		
Chambers	10,200	3,920	38	*	*
†Cherokee	4,100	1,480	36		
†Chilton	6,900	2,310	33	*	*
†Choctaw	4,400	480	11	*	*
†Clarke	6,700	790	12	*	*
†Clay	3,200	1,060	33	*	*
†Cleburne	2,900	1,040	36		
Colbert	10,900	1,060	10		
†Conecuh	4,800	620	13		
†Coosa	2,800	920	33	*	*
†Cullman	12,400	5,710	46		
Dallas	14,600	3,260	22	*	*
De Kalb	11,900	2,330	20		
†Elmore	7,600	1,750	23	*	*
†Escambia	7,700	990	13		
Etowah	27,900	13,520	48		
†Fayette	4,800	910	19		
†Franklin	6,500	1,430	22		
†Greene	3,900	660	17		
†Hale	4,600	790	17		
Jackson	9,300	920	10		
Jefferson	169,900	110,120	65		
†Lamar	3,800	720	19		
Lauderdale	15,300	1,550	10		
†Lawrence	6,500	1,630	25		
Lee	11,000	1,340	12		
†Limestone	8,900	2,210	25		
†Macon	6,900	1,170	17	980	14
Madison	19,900	4,060	20		
†Marengo	7,000	1,030	15		
†Marion	6,900	1,550	22		
Marshall	12,100	2,650	22		
Mobile	72,200	26,940	37	25,200	35
Montgomery	41,900	8,840	21	8,300	20
Morgan	15,100	4,420	29		
†Perry	4,200	710	17		
†Pickens	5,400	970	18		
†Randolph	5,300	1,880	35		
Russell	10,400	1,770	17	1,770	17
†Saint Clair	6,700	2,550	38		
†Shelby	7,700	4,730	61		
†Sumter	5,200	780	15		
Talladega	16,600	10,830	65		
†Tallapoosa	9,000	2,020	22	*	*
Tuscaloosa	24,000	7,090	30		
Walker	16,200	8,810	54		
†Washington	3.600	400	11	*	*
†Winston	4,500	2,070	46%		
TV counties	**733,400**	**278,000**	**38%**	**41,200**	**6%**
other counties	91,300	2,470	3%	1,240	1%
total	*824,700*	*280,470*	*34%*	*42,440*	*5%*

ARIZONA

TV counties	*total families*	*TV families*		*UHF families*	
Maricopa	119,400	79,870	67%		
Pima	54,500	16,730	31		
Pinal	13,300	6,240	47		
Yuma	9,000	3,110	35		
TV counties	**196,200**	**105,950**	**54%**		
other counties	56,900	1,620	3%		
total	*253,100*	*107,570*	*43%*		

ARKANSAS

TV counties	*total families*	*TV families*		*UHF families*	
†Arkansas	6,800	1,360	20%	680	10%
†Ashley	6,700	1,140	17		
†Chicot	6,100	1,040	17		
†Clay	7,400	1,920	26		
†Conway	4,400	480	11	*	*
Craighead	13,900	8,260	59		
Crittenden	12,700	6,610	52		
†Cross	6,300	2,270	36		
†Faulkner	6,700	730	11	*	*
†Fulton	2,600	960	37		
†Greene	8,000	2,020	25		
†Independence	6,400	1,540	24		
†Jackson	7,000	1,710	24		
†Lawrence	5,700	2,090	37		
†Lee	6,200	1,920	31		
†Little River	2,700	1,030	38		
†Lonoke	7,200	1,440	20	780	10
†Miller	10,400	3,890	37		
Mississippi	21,400	14,010	65		
†Monroe	5,100	1,120	22		
Phillips	12,900	4,770	37		
†Poinsett	10,000	3,600	36		
†Prairie	3,600	720	20	360	10
Pulaski	63,400	10,570	17	10,570	17
†Randolph	4,300	1,590	37		
†St. Francis	9,500	2,920	31		
Sebastian	20,000	6,930	35	5,700	29
Union	14,700	1,780	12		
†Van Buren	2,600	290	11	*	*
Washington	15,600	2,950	19		
†Woodruff	4,400	920	21		
TV counties	**314,700**	**92,580**	**29%**	**18,730**	**6%**
other counties	220,800	9,440	4%	960	LT
total	*535,500*	*102,020*	*19%*	*19,690*	*4%*

CALIFORNIA

TV counties	*total families*	*TV families*		*UHF families*	
Alameda	276,900	202,750	73%		
†Alpine	100	40	38		
†Amador	3,000	1,020	34		
Butte	24,100	4,770	20		
†Calaveras	3,500	1,190	34		
†Colusa	4,000	960	24		
Contrà Costa	103,700	63,530	61		
†Eldorado	6,200	2,120	34		
Fresno	93,200	45,460	49	41,120	44%
†Glenn	5,100	1,210	24		
Humboldt	27,400	4,560	17		
Imperial	17,300	3,620	21		
Kern	80,000	28,280	35	16,720	21
Kings	15,000	6,300	42	4,000	27
†Lake	4,700	1,130	24		
Los Angeles	1,637,600	1,409,450	86		
Madera	11,800	5,330	45	4,140	35
Marin	31,400	22,990	73		
†Mariposa	1,400	530	38		
†Merced	22,400	8,830	39	3,960	18
†Mono	700	270	38		
Monterey	49,100	20,250	41		
Napa	15,700	7,190	46		
†Nevada	7,000	1,830	26		
Orange	90,400	71,660	79		
Placer	14,400	5,660	39	*	*
†Plumas	4,700	1,220	26		
Riverside	68,400	39,580	58		
Sacramento	105,100	51,270	49	15,280	15
†San Benito	4,800	1,920	40	860	18
San Bernardino	107,900	74,780	69	*	*
San Diego	237,000	172,220	73		
San Francisco	287,800	191,990	67		

San Joaquin	69,100	40,080	58		
San Luis Obispo	24,300	7,550	31		
San Mateo	92,600	78,050	84		
Santa Barbara	35,800	16,960	47		
Santa Clara	107,000	79,330	74		
Santa Cruz	26,500	7,890	30		
†Sierra	500	130	26		
Solano	40,300	28,570	71		
Sonoma	39,900	18,370	46		
Stanislaus	44,900	17,540	39	•	•
†Sutter	9,100	2,620	29		
†Tehama	6,900	1,240	18		
†Trinity	1,900	340	18		
Tulare	46,500	13,870	30	11,450	25
†Tuolumne	4,600	1,750	38%		
Ventura	40,300	31,300	78	•	•
Yolo	14,200	6,000	42	2,920	21%
†Yuba	8,500	2,470	29		
TV counties	**3,974,700**	**2,807,970**	**71%**	**108,540**	**3%**
other counties	54,800	1,670	3%		
total	*4,029,500*	*2,809,640*	*70%*	*108,540*	*3%*

COLORADO

TV counties	*total families*	*TV families*		*UHF families*	
Adams	13,900	10,810	78%		
Arapahoe	19,300	11,050	57		
Boulder	16,700	7,350	44		
†Chaffee	2,300	280	12		
†Clear Creek	1,200	170	14		
†Crowley	1,400	360	26		
†Custer	600	70	12		
Denver	157,500	97,220	62		
†Douglas	1,200	140	12		
†Eagle	1,100	160	15		
†Elbert	1,000	120	12		
El Paso	29,700	9,900	33		
†Fremont	5,700	700	12		
†Gilpin	200	30	15		
†Grand	1,000	150	15		
†Jackson	700	110	15		
Jefferson	22,000	15,990	73		
†Lake	1,800	220	12		
Larimer	15,100	7,920	52		
†Lincoln	1,900	240	13		
†Logan	5,100	1,280	25		
†Morgan	5,400	1,280	24		
†Otero	8,100	2,110	26		
†Park	400	50	12		
†Phillips	1,500	380	25		
Pueblo	29,200	14,050	48		
†Sedgwick	1,500	380	25		
†Summit	400	60	15		
†Teller	600	70	12		
†Washington	2,400	600	25		
Weld	20,300	10,910	54		
†Yuma	3,500	880	25		
TV counties	**372,700**	**195,040**	**52%**		
other counties	83,400	1,750	2%		
total	*456,100*	*196,790*	*43%*		

CONNECTICUT

TV counties	*total families*	*TV families*		*UHF families*	
Fairfield	160,200	119,990	75%	•	•
Hartford	169,600	124,110	73	36,990	22%
Litchfield	31,500	22,670	72%	•	•
Middlesex	20,500	16,820	82	2,220	11%
New Haven	170,200	148,310	87		
New London	45,400	26,140	58		
Tolland	13,200	7,930	60	•	•
Windham	19,700	13,240	67		
TV counties	**630,300**	**479,210**	**76%**	**43,970**	**7%**
total	*630,300*	*479,210*	*76%*	*43,970*	*7%*

DELAWARE

TV counties	*total families*	*TV families*		*UHF families*	
Kent	12,800	9,950	78%		
New Castle	68,300	53,230	78		
Sussex	20,500	11,930	58		
TV counties	**101,600**	**75,110**	**74%**		
total	*101,600*	*75,110*	*74%*		

DISTRICT OF COLUMBIA

TV counties	*total families*	*TV families*		*UHF families*	
D.C.	246,900	197,710	80%		
TV counties	**246,900**	**197,710**	**80%**		
total	*246,900*	*197,710*	*80%*		

FLORIDA

TV counties	*total families*	*TV families*		*UHF families*	
Alachua	16,200	3,600	22%		
†Baker	1,300	790	61		
Bay	15,900	1,710	11		
†Bradford	3,300	2,010	61		
†Brevard	8,500	1,110	13		
Broward	36,500	26,310	72	13,750	37%
†Charlotte	1,500	180	12		
†Citrus	1,600	260	16		
†Clay	4,300	1,890	44		
†Collier	2,300	280	12		
†Columbia	5,000	1,010	20		
Dade	200,100	130,330	65	•	•
†Dixie	700	110	16		
Duval	99,300	60,720	61		
Escambia	35,700	7,950	22	•	•
†Flagler	1,000	110	11		
†Gilchrist	600	120	20		
†Glades	600	60	10	•	•
†Hamilton	2,200	530	24		
†Hendry	1,700	200	12		
†Hernando	1,900	300	16		
†Highlands	4,800	480	10	•	•
Hillsborough	85,200	28,380	33%	27,530	32%
†Indian River	4,200	420	10	•	•
†Jefferson	2,600	620	24		
†Lafayette	600	120	20		
Lake	12,300	3,360	27		
†Lee	8,800	1,060	12		
†Levy	2,900	450	16		
†Madison	3,400	770	23		
Manatee	12,500	3,970	32	3,970	32
Marion	12,000	2,940	25		
†Martin	2,800	280	10	•	•
†Monroe	10,000	1,220	12		
†Nassau	3,600	2,200	61		
†Okaloosa	8,000	810	10	•	•
†Okeechobee	900	90	10	•	•
Orange	43,600	4,730	11		
†Osceola	4,200	590	14		
Palm Beach	42,700	9,790	23	•	•
†Pasco	7,300	1,080	15	780	11
Pinellas	70,800	10,270	15	10,270	15
†Putnam	7,500	3,300	44		
†St. Johns	8,000	3,530	44		
†St. Lucie	7,100	790	11	•	•
†Santa Rosa	5,000	550	11	•	•
†Seminole	8,500	1,190	14		
†Sumter	3,200	480	15	350	11
†Suwannee	4,400	880	20		
†Taylor	2,900	700	24		
†Union	1,100	670	61		
†Volusia	27,700	3,030	11		
†Walton	4,000	440	11	•	•
TV counties	**862,800**	**328,770**	**38%**	**80,340**	**9%**
other counties	106,000	8,580	8%	3,970	4%
total	*968,800*	*337,350*	*35%*	*84,310*	*9%*

GEORGIA

TV counties	*total families*	*TV families*		*UHF families*	
†Appling	3,300	430	13%		
†Atkinson	1,700	270	16		
†Bacon	2,200	770	35		
†Baldwin	5,100	1,410	28		
†Banks	1,500	540	36	•	•
†Barrow	3,700	1,520	41		
†Bartow	7,300	4,600	63		
†Ben Hill	4,100	670	16		
†Berrien	3,300	540	16		
Bibb	35,500	11,950	34	6,820	19%
†Bleckley	2,300	600	26		
†Brantley	1,500	200	13		
†Brooks	4,100	780	19		
†Butts	2,300	1,630	71	•	•
†Camden	2,100	950	45		
†Carroll	9,300	4,860	52%		
†Catoosa	4,300	2,620	61		
†Charlton	1,100	500	45		
Chatham	47,200	7,790	17		
†Chattahoochee	1,500	240	16	150	10%
†Chattooga	5,700	2,310	41		
†Cherokee	5,500	2,190	40		
†Clarke	10,600	4,000	38		
†Clay	1,300	290	22	•	•
†Clayton	7,400	5,400	73		
†Clinch	1,500	530	35		
Cobb	19,500	13,780	71		
†Coffee	5,800	1,010	17		
†Columbia	2,300	480	21		
†Coweta	7,600	5,500	72		
†Crawford	1,100	350	32	•	•
†Crisp	4,900	1,470	30	•	•
†Dade	1,700	680	40		
†Dawson	600	230	39		
De Kalb	45,900	36,240	79		
†Dodge	4,300	1,120	26		
†Dooly	3,400	1,020	30	•	•
†Douglas	3,200	1,660	52		
†Echols	500	180	35		
†Elbert	4,800	1,680	35	•	•
†Fannin	3,800	1,220	32		
†Fayette	1,900	1,390	73		
Floyd	17,500	9,040	52		
†Forsyth	2,900	1,130	39		
†Franklin	3,600	1,300	36	•	•
Fulton	144,600	107,930	75		
†Gilmer	2,500	980	39		
†Glascock	600	130	21		
†Glynn	8,900	4,000	45		
†Gordon	5,000	3,050	61		
†Greene	3,200	1,240	39		
†Gwinnett	8,900	3,640	41		
†Habersham	4,400	1,410	32		
Hall	11,200	6,840	61		
†Hancock	2,400	650	27		
†Haralson	3,900	2,460	63		
†Harris	2,800	1,320	47		
†Hart	3,600	1,300	36	•	•
†Heard	1,400	730	52		
†Henry	3,900	2,730	70		
Houston	7,000	2,500	36	1,590	23
†Irwin	2,600	420	16		
†Jackson	4,800	1,970	41		
†Jasper	1,600	590	37		
†Jeff Davis	2,400	380	16		
†Jefferson	4,600	910	20		
†Johnson	2,600	420	16		
†Jones	1,600	430	27		
†Lamar	2,500	1,780	71	•	•
†Lanier	1,300	250	19		
†Laurens	7,700	2,050	27%		
†Lee	1,300	390	30	•	•
†Lincoln	1,200	470	39		
†Long	900	120	13		
†Lowndes	11,700	2,180	19		
†Lumpkin	1,500	590	39		
†McDuffie	3,100	650	21		
†Macon	3,400	1,050	31	•	•
†Madison	3,000	1,080	36	•	•
†Marion	1,400	310	22	•	•
†Meriwether	5,200	3,800	73		
†Monroe	2,600	1,850	71	•	•
†Morgan	2,900	1,070	37		
†Murray	2,600	1,590	61		
†Muscogee	35,100	5,600	16	3,670	10%
†Newton	5,300	3,740	71		
†Oconee	1,600	590	37		
†Oglethorpe	2,300	900	39		
†Paulding	3,000	1,890	63		
†Peach	3,100	990	32	•	•
†Pickens	2,300	900	39		
†Pierce	2,600	340	13		
†Pike	1,800	1,280	71	•	•
†Polk	8,200	5,210	64		
†Pulaski	2,200	570	26		
†Putnam	1,600	430	27		
†Quitman	800	180	22	•	•
†Rabun	1,700	540	32		
†Randolph	3,300	750	23	•	•
Richmond	40,600	6,330	16		
†Rockdale	2,200	1,540	70		
†Schley	700	150	22	•	•
†Spalding	8,900	6,230	70	•	•
†Stephens	4,700	1,500	32		
†Stewart	2,200	480	22	•	•
†Sumter	6,500	1,970	30	•	•
†Talbot	1,800	850	47		
†Taliaferro	800	310	39		
†Taylor	2,300	740	32	•	•
†Telfair	3,100	500	16		
†Terrell	3,400	1,020	30	•	•
†Tift	6,200	1,060	17		
†Towns	900	290	32		
Troup	14,100	7,640	54		
†Turner	2,600	470	18		
†Twiggs	1,700	270	16		
†Union	1,700	540	32		
†Upson	6,600	3,140	48		
Walker	11,200	4,800	43		
†Walton	5,200	3,640	70		
†Ware	8,300	2,870	35		
†Warren	2,100	440	21		
†Washington	5,100	860	17		
†Wayne	3,600	440	12		
†Webster	800	180	22	•	•
†Wheeler	1,300	210	16%		
†White	1,400	450	32		
†Whitfield	10,100	6,190	61		
†Wilcox	2,500	650	26		
†Wilkes	3,100	1,210	39		
†Wilkinson	2,400	380	16		
†Worth	4,500	810	18		
TV counties	**845,000**	**384,400**	**45%**	**14,720**	**2%**
other counties	110,500	5,320	5%		
total	*955,500*	*389,720*	*41%*	*14,720*	*2%*

IDAHO

TV counties	*total families*	*TV families*		*UHF families*	
Ada	24,700	9,010	36%		
†Bannock	12,700	1,440	11		
†Bear Lake	1,700	190	11		
†Boise	600	70	11		
†Bonner	4,500	1,850	41		
†Boundary	1,600	660	41		
Canyon	17,100	3,050	18		
†Caribou	2,100	230	11		
†Clearwater	2,200	330	15		
†Elmore	2,300	370	16		
†Franklin	2,600	290	11		
†Gem	2,500	270	11		
†Kootenai	8,200	3,300	40		
†Oneida	1,000	110	11		
†Owyhee	1,700	290	17		
†Payette	3,900	390	10		
†Power	800	90	11		
†Shoshone	7,100	1,020	14		
†Washington	2,700	290	11		
TV counties	**100,000**	**23,250**	**23%**		
other counties	80,100	1,570	2%		
total	*180,100*	*24,820*	*14%*		

ILLINOIS

TV counties	*total families*	*TV families*		*UHF families*	
Adams	22,000	6,370	29%		
†Alexander	7,000	1,210	17		
†Bond	4,700	2,540	54	710	15%
†Boone	5,400	2,050	38	•	•
†Brown	2,300	620	27		
†Bureau	12,200	4,950	41	•	•
†Calhoun	1,700	900	53	•	•
†Carroll	6,400	4,860	76		
†Cass	4,700	1,690	36		
Champaign	31,200	4,460	14	•	•
Christian	12,800	3,690	29	2,060	16
†Clark	5,700	2,000	35		
†Clay	5,600	1,010	18%		
†Clinton	6,900	3,790	55	1,100	15%
Coles	13,500	3,330	25	•	•
Cook	1,465,800	1,208,970	82		
†Crawford	7,400	2,580	35		
†Cumberland	3,300	1,160	35		
De Kalb	13,000	7,320	56		
†De Witt	5,600	590	11	•	•
†Douglas	5,400	1,400	26		
Du Page	53,000	44,930	85		
†Edgar	8,000	2,060	26		
†Edwards	3,000	570	19	•	•
†Effingham	6,700	2,610	39		
†Fayette	7,400	2,950	40		
†Ford	5,200	1,660	32		
Franklin	16,500	3,900	24		
Fulton	14,900	5,180	35	2,460	17
†Greene	6,200	3,240	52	•	•
†Grundy	6,300	3,930	62		
†Hancock	8,700	3,720	43		
†Henderson	2,700	1,160	43		
Henry	15,600	11,440	73		
†Iroquois	10,400	3,400	33		
†Jackson	12,100	4,500	37	•	•
†Jasper	3,900	1,370	35		
Jefferson	12,000	3,900	33		
†Jersey	4,800	2,540	53	•	•
†Jo Daviess	6,800	2,720	40	950	14
Kane	47,000	36,730	78		
Kankakee	20,100	14,370	71		
†Kendall	3,900	2,420	62		
Knox	18,200	12,440	68		
Lake	57,100	48,130	84		
La Salle	32,000	8,190	26		
†Lawrence	6,700	1,230	18	•	•
Lee	10,100	4,870	48		
Livingston	11,400	2,400	21	•	•
†Logan	8,600	1,930	22	1,930	22
†McDonough	9,400	2,480	26		
McHenry	17,400	11,160	64		
McLean	24,500	5,390	22	4,080	17
Macon	34,200	9,720	28	7,680	22
Macoupin	14,700	6,750	46	•	•
Madison	60,900	45,000	74	7,810	13
Marion	13,300	5,870	44	•	•
†Marshall	4,200	670	16	460	11
†Mason	5,200	1,140	22	1,140	22
†Menard	3,100	680	22	680	22
†Mercer	5,500	3,470	63		
†Monroe	4,200	2,600	62	500	12
Montgomery	11,000	3,760	34	•	•
†Morgan	10,100	3,640	36		
†Moultrie	4,200	840	20	710	17
†Ogle	11,000	4,160	38	•	•
Peoria	56,700	25,030	44	20,310	36
†Perry	7,000	2,590	37%	•	•
†Piatt	4,400	440	10	•	•
†Pike	7,300	2,480	34		
†Pulaski	4,400	750	17		
†Putnam	1,300	210	16	140	11%
†Randolph	8,800	5,430	62	1,040	12
†Richland	5,800	1,100	19	•	•
Rock Island	43,700	34,900	80		
St. Clair	67,200	50,650	75	13,530	20
Saline	11,000	1,980	18	•	•
Sangamon	44,300	8,090	18	7,110	16
†Schuyler	3,300	890	27		
†Scott	2,400	820	34		
†Shelby	8,000	1,580	20	1,390	17
†Stark	2,800	1,120	40	•	•
†Stephenson	13,600	5,400	40	1,960	14
Tazewell	26,100	13,520	52	12,880	49
†Union	5,600	950	17		
Vermilion	28,100	5,610	20		
†Wabash	4,800	910	19	•	•
†Warren	7,200	4,530	63		
†Washington	4,700	2,540	54	710	15
†Wayne	6,700	1,220	18		
†Whiteside	16,300	12,500	77		
Will	42,300	33,670	80		
Williamson	16,300	3,820	23	•	•
Winnebago	52,300	25,890	50	21,870	42
†Woodford	6,800	1,080	16	700	11
TV counties	**2,804,000**	**1,861,010**	**66%**	**122,700**	**4%**
other counties	24,700	1,380	6%		
total	*2,828,700*	*1,862,390*	*66%*	*122,700*	*4%*

INDIANA

TV counties	*total families*	*TV families*		*UHF families*	
†Adams	6,800	1,700	25%	750	11%
Allen	61,500	13,870	23		
Bartholomew	14,200	10,220	72		
†Benton	3,500	2,280	65		
†Blackford	4,500	1,130	25	500	11
†Boone	8,300	5,810	70		
†Brown	1,500	830	55		
†Carroll	5,400	2,970	55	590	11
Cass	12,100	5,760	48		
Clark	17,000	12,930	76	3,010	18
†Clay	8,100	2,740	34		
†Clinton	10,000	6,960	70		
†Crawford	2,800	1,180	42		
†Daviess	8,300	4,770	57		
†Dearborn	8,000	4,640	58		
†Decatur	5,700	3,360	59		
†DeKalb	8,600	2,680	31		
Delaware	30,700	21,830	71	8,240	27
†Dubois	6,900	2,350	34%	•	•
†Elkhart	28,500	13,610	48	6,760	24%
†Fayette	7,600	3,860	51		
Floyd	15,000	13,050	87	2,040	14
†Fountain	6,100	2,380	39	•	•
†Franklin	4,500	2,300	51		
†Fulton	5,500	2,970	54	2,040	37
†Gibson	10,000	2,720	27	1,610	16
Grant	20,200	12,460	62	•	•
†Greene	9,300	4,620	50		
†Hamilton	9,600	6,700	70		
†Hancock	7,100	4,970	70	•	•
†Harrison	5,300	2,240	42		
†Hendricks	8,200	6,560	80		
Henry	14,500	8,750	60	•	•
Howard	18,300	12,090	66		
†Huntington	10,400	1,250	12	•	•
†Jackson	9,000	4,990	55		
†Jasper	5,300	3,440	65		
†Jay	7,700	1,910	25	810	11
†Jefferson	6,400	3,760	59		
†Jennings	4,100	2,420	59		
†Johnson	8,700	6,950	80		
Knox	14,100	9,120	65		
Kosciusko	11,100	5,560	50	1,610	15
†LaGrange	4,500	2,160	48	1,080	24
Lake	116,800	111,910	96	•	•
†LaPorte	25,000	19,740	79	•	•
Lawrence	10,800	6,160	57		
Madison	35,300	28,560	81	4,920	14
Marion	188,800	156,590	83		
†Marshall	9,700	5,170	53	3,640	37
†Martin	3,300	1,620	49		
†Miami	9,400	2,730	29		
Monroe	14,300	8,310	58		
Montgomery	9,800	7,190	73	•	•
†Morgan	7,900	6,320	80		
†Newton	3,600	2,340	65		
†Noble	8,200	3,980	49	1,570	19
†Ohio	1,300	770	59		
†Orange	5,200	2,180	42		
†Owen	3,800	1,860	49		
†Parke	4,900	1,910	39	•	•
†Perry	5,200	2,180	42		
†Pike	4,600	2,670	58		
Porter	13,200	10,830	82		
†Posey	6,200	1,670	27	990	16
†Pulaski	3,900	2,150	55	430	11
†Putnam	6,900	2,280	33		
†Randolph	9,200	5,980	65	•	•
†Ripley	6,000	3,540	59		
†Rush	6,200	3,680	59		
St. Joseph	67,600	39,250	58	27,870	41
†Scott	4,000	2,320	58		
†Shelby	9,600	6,640	69	•	•
†Spencer	4,600	1,560	34%	•	•
†Starke	5,100	4,030	79	•	•
†Steuben	5,700	1,770	31		
Sullivan	7,900	3,910	49		
†Switzerland	2,200	1,300	59		
Tippecanoe	23,000	9,170	40	5,430	24%
†Tipton	4,900	3,430	70		
†Union	1,900	970	51		
Vanderburgh	54,900	15,750	29	13,860	25
†Vermillion	7,200	2,800	39	•	•
Vigo	35,800	24,790	69		
†Wabash	9,600	2,760	29		
†Warren	2,800	1,090	39	•	•
†Warrick	7,000	2,340	33	•	•
†Washington	5,200	3,020	58		
†Wayne	22,300	14,500	65	•	•
†Wells	6,500	780	12	•	•
†White	6,100	3,280	54	730	11
†Whitley	6,400	3,070	48	1,220	19
TV counties	**1,294,700**	**799,700**	**62%**	**97,490**	**8%**
total	*1,294,700*	*799,700*	*62%*	*97,490*	*8%*

IOWA

TV counties	*total families*	*TV families*		*UHF families*	
†Adair	4,000	1,920	48%		
†Adams	2,800	1,340	48		
†Allamakee	4,700	560	12		
†Appanoose	6,300	1,390	22		
†Audubon	3,500	1,820	52		
†Benton	7,200	2,840	39		
Black Hawk	33,000	11,680	35		
†Boone	8,600	5,120	60		
†Bremer	5,800	1,280	22		
†Buchanan	6,100	2,440	40		
†Buena Vista	7,100	1,710	24		
†Butler	5,500	1,270	23		
†Calhoun	5,400	1,370	25	•	•
†Carroll	6,600	3,360	51		
†Cass	6,300	3,810	60		
†Cedar	5,400	4,000	74		
Cerro Gordo	14,600	5,750	39		
†Cherokee	5,300	1,220	23		
†Chickasaw	4,500	630	14		
†Clarke	3,100	620	20		
†Clay	5,700	970	17		
†Clayton	6,800	780	11		
†Clinton	15,900	11,990	75		
†Crawford	5,700	2,960	52		
†Dallas	7,800	4,820	62	•	•
†Davis	3,100	650	21		
†Decatur	3,800	760	20		
†Delaware	5,200	2,810	54		
Des Moines	14,300	9,620	67%		
†Dickinson	4,000	680	17		
Dubuque	20,100	8,050	40		
†Emmet	4,300	770	18		
†Fayette	8,500	1,300	15		
†Floyd	6,900	880	13		
†Franklin	5,200	2,810	54		
†Fremont	3,700	2,590	70		
†Greene	4,900	2,890	59		
†Grundy	4,400	2,070	47		
†Guthrie	4,600	2,850	62	•	•
†Hamilton	6,400	4,420	69	•	•
†Hancock	4,500	1,540	34	•	•
†Hardin	7,500	5,110	68	•	•
†Harrison	5,800	3,690	64		
†Henry	5,600	1,950	35		
†Howard	3,900	550	14	•	•
†Humboldt	4,100	980	24	•	•
†Ida	3,300	760	23		
†Iowa	4,900	1,570	32		
†Jackson	5,700	4,330	76		
†Jasper	10,200	6,050	59		
†Jefferson	5,100	1,730	34		
Johnson	12,900	5,460	42		
†Jones	5,800	3,160	54		
†Keokuk	5,600	1,790	32		
†Kossuth	7,500	1,430	19		
Lee	13,600	2,160	16		
Linn	35,300	19,670	56		
†Louisa	3,400	2,520	74		
†Lucas	3,900	780	20		
†Lyon	4,300	1,380	32		
†Madison	4,300	2,410	56	•	•
†Mahaska	8,100	2,250	28		
†Marion	7,700	4,540	59		
Marshall	11,200	6,320	56		
†Mills	3,700	2,590	70		
†Mitchell	4,200	590	14		

†Monona	5,000	3,150	63		
†Monroe	3,400	710	21		
†Montgomery	5,300	3,710	70		
†Muscatine	10,600	7,880	74		
†O'Brien	6,100	1,010	17		
†Osceola	3,000	510	17		
†Page	7,300	5,130	70		
†Palo Alto	4,500	810	18		
†Plymouth	6,800	2,180	32		
†Pocahontas	4,600	1,100	24	•	•
Polk	77,000	56,140	73	•	•
Pottawattamie	21,900	13,870	63		
†Poweshiek	5,800	1,620	28		
†Ringgold	3,200	1,540	48		
†Sac	5,500	1,270	23		
Scott	32,700	27,030	83		
†Shelby	4,600	2,810	61		
†Sioux	7,500	2,300	31%		
Story	13,100	8,420	64	•	•
†Tama	7,000	3,300	47		
†Taylor	4,000	1,920	48		
†Union	5,100	2,470	48		
†Van Buren	3,700	1,260	34		
Wapello	15,400	2,100	14		
†Warren	5,500	3,090	56	•	•
†Washington	6,400	2,040	32		
†Wayne	3,900	750	19		
Webster	14,000	9,210	66		
†Winnebago	4,000	1,400	35	•	•
†Winneshiek	6,300	950	15		
Woodbury	34,600	21,380	62		
†Worth	3,300	1,160	35	•	•
†Wright	6,400	3,440	54		
TV counties	**826,700**	**399,770**	**48%**	**3,990**	**LT**
total	*826,700*	*399,770*	*48%*	*3,990*	*LT*

KANSAS

TV counties	*total families*	*TV families*		*UHF families*	
†Allen	6,300	860	14%		
†Anderson	3,400	480	14		
†Atchison	6,800	3,480	51		
†Barber	2,800	560	20		
†Barton	10,100	2,850	28		
†Bourbon	6,800	1,650	24		
†Brown	5,200	2,700	52		
†Butler	11,400	3,340	29	3,130	27%
†Chase	1,400	250	18		
†Chautauqua	2,400	380	16		
†Cherokee	8,800	850	10		
†Clay	4,000	440	11		
†Coffey	3,200	450	14		
†Comanche	1,300	260	20		
Cowley	12,400	2,070	17	•	•
Crawford	15,300	1,490	10		
†Dickinson	7,100	680	10		
†Doniphan	3,200	1,660	52		
†Douglas	10,900	4,920	45	•	•
†Edwards	2,100	420	20		
†Elk	2,100	340	16		
†Ellsworth	2,600	360	14		
†Franklin	6,700	2,640	39		
†Geary	7,100	680	10		
†Greenwood	4,400	700	16		
†Harper	3,300	590	18	•	•
†Harvey	7,000	2,100	30	1,890	27
†Jackson	3,700	1,920	52		
†Jefferson	3,600	1,620	45	•	•
Johnson	28,100	25,600	91	2,850	10
†Kingman	3,300	590	18	•	•
†Kiowa	1,500	300	20		
†Labette	10,400	990	10%		
Leavenworth	12,000	8,340	70	•	•
†Lincoln	1,800	250	14		
†Linn	3,600	1,760	49	•	•
†Lyon	8,800	1,680	19		
†McPherson	7,900	1,480	19		
†Marion	5,200	940	18		
†Marshall	6,000	840	14		
†Miami	6,300	3,080	49	•	•
Montgomery	16,900	2,900	17		
†Morris	2,600	260	10		
†Nemaha	4,400	660	15		
†Neosho	6,800	1,700	25		
†Osage	4,100	1,600	39		
†Ottawa	2,400	340	14		
†Pawnee	3,000	600	20		
†Pottawatomie	3,800	570	15		
†Pratt	4,100	840	20		
Reno	18,600	7,110	38	•	•
†Rice	5,300	1,480	28		
†Riley	10,100	1,040	10		
†Saline	11,600	1,630	14		
Sedgwick	94,200	37,270	40	35,310	37%
Shawnee	39,000	19,790	51		
†Stafford	2,800	560	20		
†Sumner	8,600	1,580	18	•	•
†Wabaunsee	2,200	420	19		
†Washington	4,200	460	11		
†Wilson	4,900	760	16		
†Woodson	2,200	310	14		
Wyandotte	55,400	41,180	74	•	•
TV counties	**567,500**	**209,650**	**37%**	**50,570**	**9%**
other counties	94,900	2,950	3%		
total	*662,400*	*212,600*	*32%*	*50,570*	*8%*

KENTUCKY

TV counties	*total families*	*TV families*		*UHF families*	
†Adair	4,500	1,640	36%		
†Allen	4,000	1,440	36	•	•
†Anderson	2,600	1,170	45		
†Barren	8,500	2,760	32		
†Bath	2,800	310	11		
Bell	11,400	1,110	10		
†Boone	4,000	2,560	64		
†Bourbon	5,200	2,210	43		
Boyd	14,400	9,690	67		
†Boyle	5,700	1,990	35		
†Bracken	2,600	1,090	42		
†Breckinridge	4,200	2,020	48		
†Bullitt	3,400	2,520	74	•	•
†Butler	2,600	650	25	•	•
†Caldwell	4,000	720	18	600	15%
†Calloway	6,100	1,810	30%		
Campbell	23,800	21,130	89		
†Carroll	2,600	1,660	64		
†Carter	5,300	2,540	48		
†Casey	4,100	1,520	37		
Christian	11,500	4,720	41		
†Clark	5,600	1,310	23		
†Clinton	2,700	490	18		
†Crittenden	3,200	580	18	480	15%
†Cumberland	2,200	400	18		
Daviess	16,700	8,330	50	4,530	27
†Edmonson	2,300	620	27		
†Elliott	1,300	620	48		
†Estill	3,600	830	23		
Fayette	29,800	6,370	21		
†Fleming	3,500	940	27		
Floyd	12,000	5,650	47		
†Franklin	7,900	3,150	40	•	•
†Gallatin	1,200	770	64		
†Garrard	3,100	1,120	36		
†Grant	3,000	1,920	64		
†Grayson	4,700	1,290	27		
†Green	3,300	1,220	37		
†Greenup	6,400	3,000	47		
†Hancock	1,500	380	25	•	•
†Hardin	11,400	5,420	48		
†Harlan	16,800	3,500	21		
†Harrison	4,100	1,720	42		
†Hart	4,400	1,190	27		
†Henderson	10,100	1,900	19	1,560	15
†Henry	3,400	1,390	41	•	•
Hopkins	11,600	1,360	12	•	•
Jefferson	152,900	123,510	81	•	•
†Jessamine	3,600	1,300	36		
†Johnson	5,800	2,340	40		
Kenton	33,900	28,450	84		
†Knott	4,100	410	10		
†Larue	2,700	1,220	45		
†Lawrence	3,500	1,680	48		
†Lee	1,800	200	11		
†Leslie	3,200	320	10		
†Letcher	9,000	910	10		
†Lewis	3,200	830	26		
†Lincoln	4,900	1,760	36		
†Livingston	2,300	410	18	350	15
†Logan	6,400	2,340	37	•	•
†Lyon	1,400	410	29		
McCracken	28,600	4,940	17		
†McLean	2,800	700	25	•	•
†Magoffin	2,700	1,110	41		
†Marion	4,200	1,860	44		
†Marshall	4,200	1,220	29		
†Martin	2,500	1,030	41		
†Mason	5,400	2,190	41		
†Meade	2,800	1,340	48		
†Menifee	1,000	110	11%		
†Mercer	4,500	1,620	36		
†Metcalfe	2,700	860	32		
†Monroe	3,600	1,150	32		
†Montgomery	3,800	870	23		
†Morgan	3,200	330	10		
†Muhlenberg	8,500	2,110	25	•	•
†Nelson	5,000	3,690	74	•	•
†Nicholas	2,200	920	42		
†Ohio	5,600	1,360	24	•	•
†Oldham	2,700	1,110	41	•	•
†Owen	3,000	1,920	64		
†Pendleton	3,000	1,260	42		
†Perry	10,100	1,040	10		
Pike	18,900	8,280	44		
†Powell	1,400	320	23		
†Robertson	800	340	42		
†Rowan	3,100	810	26		
†Russell	3,600	650	18		
†Scott	4,500	1,940	43		
†Shelby	5,100	2,090	41	•	•
†Simpson	3,500	1,260	36	•	•
†Spencer	1,400	1,040	74	•	•
†Taylor	4,100	1,520	37		
†Todd	3,700	1,330	36	•	•
†Trigg	2,300	670	29		
†Trimble	1,500	620	41	•	•
†Union	4,100	740	18	620	15%
Warren	12,700	4,140	33		
†Washington	3,300	1,490	45		
†Wayne	4,000	710	18		
†Webster	4,600	830	18	690	15
†Wolfe	1,400	150	11		
†Woodford	3,400	1,460	43		
TV counties	**747,300**	**349,950**	**47%**	**23,500**	**3%**
other counties	82,800	4,160	5%		
total	*830,100*	*354,110*	*43%*	*23,500*	*3%*

LOUISIANA

TV counties	*total families*	*TV families*		*UHF families*	
Acadia	12,900	1,720	13%	•	•
†Allen	5,400	650	12		
†Ascension	6,100	1,680	28	•	•
†Assumption	4,300	1,380	32		
Avoyelles	10,500	1,410	13		
†Beauregard	5,300	800	15		
†Bienville	4,700	610	13	•	•
Calcasieu	30,500	4,700	15	•	•
†Caldwell	2,800	390	14	•	•
†Cameron	1,200	130	11	•	•
†Catahoula	3,000	420	14	•	•
†Claiborne	6,500	980	15		
†Concordia	4,000	580	15	•	•
E. Baton Rouge	54,700	17,350	32%	14,580	27%
†East Carroll	4,200	1,390	33	•	•
†Evangeline	9,000	1,080	12		
†Franklin	7,300	1,340	18		
†Grant	3,700	520	14		
Iberia	11,100	2,150	19		
†Iberville	7,300	730	10		
†Jackson	3,900	510	13	•	•
Jefferson	39,200	30,510	78	•	•
†Jeff Davis	7,400	820	11	•	•
Lafourche	10,800	5,130	48		
†La Salle	3,800	530	14	•	•
†Lincoln	6,500	840	13	•	•
†Livingston	5,600	1,570	28	•	•
†Madison	4,700	1,550	33	•	•
†Natchitoches	9,700	1,410	15		
Orleans	180,300	120,490	67	•	•
Ouachita	23,700	6,680	28	4,770	20
†Plaquemines	3,700	2,410	65	•	•
Rapides	27,300	6,120	22		
†Richland	6,700	2,290	34	•	•
†St. Bernard	3,400	2,210	65	•	•
†St. Charles	3,600	1,620	45		
†St. James	3,700	1,690	46		
†St. John	3,600	1,620	45		
St. Landry	19,800	2,990	15	•	•
†St. Martin	6,300	630	10		
†St. Mary	10,100	3,250	32		
†St. Tammany	8,000	5,220	65	•	•
Tangipahoa	15,400	9,680	63	•	•
†Tensas	3,500	670	19		
Terrebonne	11,400	7,120	62		
Vermilion	10,400	1,250	12		
†Vernon	6,200	910	15		
Washington	10,800	8,860	82		
†Webster	10,100	1,460	14		
†W. Baton Rouge	3,300	330	10		
†West Carroll	4,000	1,320	33	•	•
†Winn	4,600	640	14		
TV counties	**666,000**	**272,340**	**41%**	**43,480**	**7%**
other counties	124,100	6,430	5%	1,780	1%
total	*790,100*	*278,770*	*35%*	*45,260*	*6%*

MAINE

TV counties	*total families*	*TV families*		*UHF families*	
Androscoggin	24,400	3,270	13%	•	•
Cumberland	50,500	15,490	31	11,520	23%
Hancock	10,000	1,850	19		
Kennebec	23,500	6,170	26		
†Knox	8,900	2,550	29		
†Lincoln	5,500	1,160	21	•	•
Penobscot	28,800	14,950	52		
†Piscataquis	5,400	1,240	23%		
†Sagadahoc	6,400	1,360	21	•	•
†Somerset	11,400	2,600	23		
†Waldo	6,400	1,860	29		
York	27,500	14,080	51	•	•
TV counties	**208,700**	**66,580**	**32%**	**14,520**	**7%**
other counties	51,300	1,390	3%		
total	*260,000*	*67,970*	*26%*	*14,520*	*6%*

MARYLAND

TV counties	total families	TV families		UHF families	
†Allegany	27,200	9,870	36%		
Anne Arundel	35,100	28,950	82		
Baltimore	378,800	329,670	87		
†Calvert	3,300	2,080	63		
†Caroline	5,800	4,060	70		
†Carroll	12,300	8,440	69		
Cecil	9,700	7,180	74		
†Charles	6,100	3,840	63		
†Dorchester	8,500	5,430	64		
Frederick	18,700	11,830	63		
†Garrett	5,500	1,980	36		
Harford	16,400	14,380	88		
†Howard	6,800	4,690	69		
†Kent	4,300	3,010	70		
Montgomery	56,700	52,060	92		
Prince George	66,700	64,950	97		
†Queen Annes	4,500	3,150	70		
†St. Marys	8,300	5,230	63		
†Somerset	6,200	1,300	21		
†Talbot	6,400	4,460	70		
Washington	24,500	15,680	64	*	*
Wicomico	13,000	4,740	36		
†Worcester	7,800	1,670	21		
TV counties	**732,600**	**588,650**	**80%**	**640**	**LT**
total	*732,600*	*588,650*	*80%*	*640*	*LT*

MASSACHUSETTS

TV counties	total families	TV families		UHF families	
†Barnstable	16,400	9,880	60%		
Berkshire	41,000	31,920	78		
Bristol	119,600	95,560	80		
†Dukes	1,800	1,080	60		
Essex	164,600	139,420	85		
Franklin	17,000	6,760	40	3,260	19%
Hampden	114,000	71,320	63	25,180	22
Hampshire	24,300	11,430	47	7,020	29
Middlesex	313,600	244,890	78	*	*
†Nantucket	1,100	660	60		
Norfolk	120,700	95,860	79%	*	*
Plymouth	61,600	49,590	81		
Suffolk	263,700	219,610	83		
Worcester	164,900	131,630	80		
TV counties	**1,424,300**	**1,109,610**	**78%**	**40,330**	**3%**
total	*1,424,300*	*1,109,610*	*78%*	*40,330*	*3%*

MICHIGAN

TV counties	total families	TV families		UHF families	
†Allegan	15,300	9,380	61%		
†Antrim	3,500	540	15	*	*
†Barry	8,700	5,310	61		
Bay	27,400	13,860	51	7,670	28%
†Benzie	2,600	290	11		
Berrien	39,800	31,750	80	4,960	12
†Branch	9,600	6,340	66		
Calhoun	39,500	29,580	75	*	*
†Cass	9,900	7,820	79	*	*
†Clare	3,300	1,520	46	660	20
†Clinton	9,400	6,020	64	*	*
†Crawford	1,300	180	14	*	*
†Dickinson	7,700	1,650	21		
Eaton	13,200	7,050	53	*	*
Genesee	86,800	48,980	56	*	*
†Gladwin	2,600	1,200	46	520	20
†Grand Traverse	8,300	940	11		
†Gratiot	10,100	6,530	65	*	*
Hillsdale	11,800	5,610	48	*	*
†Huron	9,600	2,350	24		
Ingham	56,300	42,200	75	13,800	25
Ionia	11,300	5,310	47		
†Isabella	8,200	3,460	42		
Jackson	34,000	24,900	73		
Kalamazoo	41,900	31,080	74	*	*
†Kalkaska	1,300	180	14	*	*
Kent	95,100	60,860	64		
†Lake	1,800	200	11		
Lapeer	9,600	5,350	56		
†Leelanau	2,600	290	11		
Lenawee	21,000	13,280	63		
Livingston	8,800	6,790	77	*	*
Macomb	64,100	58,340	91		
†Manistee	6,300	630	10		
†Mason	6,600	1,100	17		
†Mecosta	5,800	2,440	42		
†Menominee	7,600	1,670	22		
†Midland	11,200	5,220	47	2,170	20
†Missaukee	2,100	300	14	*	*
Monroe	24,000	19,490	81	*	*
†Montcalm	10,300	5,420	53		
Muskegon	40,200	24,580	61		
†Newaygo	6,900	3,590	52		
Oakland	135,200	125,060	93%	*	
†Oceana	5,100	820	16		
†Osceola	4,100	1,720	42		
†Otsego	1,700	240	14	*	*
Ottawa	23,900	14,890	62		
†Roscommon	2,400	340	14	*	*
Saginaw	47,800	27,750	58	15,820	33%
St. Clair	29,800	25,060	84		
†St. Joseph	11,900	7,950	67		
†Sanilac	9,500	2,380	25		
Shiawassee	14,800	10,020	68		
Tuscola	11,300	3,370	30	1,200	11
†Van Buren	13,400	10,570	79	*	*
Washtenaw	40,300	26,110	65	*	*
Wayne	759,500	653,690	86		
†Wexford	5,800	640	11		
TV counties	**1,913,900**	**1,414,190**	**74%**	**58,940**	**3%**
other counties	109,600	3,740	3%	180	LT
total	*2,023,500*	*1,417,930*	*70%*	*59,120*	*3%*

MINNESOTA

TV counties	total families	TV families		UHF families	
†Aitkin	4,100	1,150	28%		
Anoka	11,000	8,650	79		
†Becker	6,800	720	11		
†Benton	4,100	1,150	28		
†Big Stone	2,600	340	13		
Blue Earth	11,400	6,080	53		
†Brown	7,600	2,170	29		
†Carlton	6,800	1,190	18	*	*
†Carver	5,200	2,290	44		
†Cass	5,300	690	13		
†Chisago	3,900	2,540	65		
†Clay	9,100	4,070	45		
†Cottonwood	4,700	1,500	32		
†Crow Wing	9,600	1,260	13		
Dakota	14,500	11,300	78		
†Dodge	3,600	1,080	30		
†Douglas	6,400	900	14		
†Faribault	7,000	1,190	17		
†Fillmore	7,300	1,360	19		
†Freeborn	10,400	3,390	33		
†Goodhue	9,800	5,670	58		
†Grant	2,800	360	13		
Hennepin	220,500	182,700	83		
†Houston	4,200	760	18		
†Hubbard	3,300	360	11		
†Isanti	3,200	2,080	65		
†Jackson	4,700	1,500	32		
†Kanabec	2,800	790	28		
†Kandiyohi	8,100	2,510	31		
†Le Sueur	5,800	3,000	52		
†Lincoln	3,000	570	19%		
†Lyon	6,600	1,200	18		
†McLeod	6,600	2,900	44		
†Mahnomen	1,400	150	11		
†Martin	7,600	1,370	18		
†Meeker	5,400	1,670	31		
†Mille Lacs	4,400	1,290	29		
†Morrison	6,800	680	10		
†Mower	12,600	3,740	30		
†Murray	4,000	760	19		
†Nicollet	5,300	1,480	28		
†Nobles	6,500	2,090	32		
†Norman	3,600	1,620	45		
†Olmsted	14,200	7,330	52		
Otter Tail	13,900	1,830	13		
†Pine	5,100	870	17	*	*
†Pipestone	3,900	740	19		
†Pope	3,600	500	14		
Ramsey	113,700	88,230	78		
†Redwood	6,100	1,860	29		
†Renville	6,800	1,930	28		
†Rice	9,200	5,340	58		
†Rock	3,400	650	19		
St. Louis	66,300	16,110	24	12,860	19%
†Scott	4,500	2,340	52		
†Sherburne	2,800	1,120	40		
†Sibley	4,400	2,290	52		
†Stearns	17,100	6,910	40		
†Steele	6,500	3,770	58		
†Stevens	3,000	430	14		
†Swift	4,600	640	14		
†Todd	6,900	760	11		
†Traverse	2,300	300	13		
†Wabasha	4,900	2,550	52		
†Wadena	3,500	350	10		
†Waseca	4,500	1,490	33		
†Washington	10,700	6,960	65		
†Watonwan	4,100	700	17		
†Wilkin	2,800	360	13		
Winona	11,900	1,500	13		
†Wright	8,000	3,580	45		
TV counties	**829,400**	**433,710**	**52%**	**13,400**	**2%**
other counties	70,600	3,310	5%	120	LT
total	*900,000*	*437,020*	*49%*	*13,520*	*2%*

MISSISSIPPI

TV counties	total families	TV families		UHF families	
†Adams	9,700	980	10%		
†Alcorn	7,800	1,780	23		
†Amite	4,600	780	17	*	*
†Attala	6,600	730	11	*	*
†Benton	2,100	670	32		
Bolivar	16,400	2,860	17%		
†Calhoun	4,600	640	14		
†Carroll	3,400	410	12		
†Chickasaw	4,700	560	12		
Choctaw	2,800	340	12		
Claiborne	3,000	780	26	600	20%
†Clay	4,400	530	12		
Coahoma	14,500	1,540	11		
†Copiah	7,900	2,020	26	1,630	20
†Covington	3,800	610	16		
†De Soto	6,000	1,980	33		
†Forrest	14,100	4,210	30		
†Franklin	2,900	290	10		
†George	2,700	840	31		
†Grenada	5,000	650	13		
†Hancock	3,300	2,050	62		
Harrison	30,100	9,880	33		
Hinds	43,100	17,410	40	17,410	40
†Holmes	8,100	880	11	*	*
†Humphreys	5,400	1,260	23	930	17
†Issaquena	1,100	250	23	190	17
†Itawamba	4,400	700	16		
†Jackson	10,000	3,100	31		
†Jefferson	2,900	290	10		
†Jeff Davis	3,800	530	14		
†Jones	16,800	2,610	16		
†Lafayette	5,500	850	15		
†Lamar	3,600	1,080	30		
Lauderdale	19,700	2,800	14	*	*
†Lawrence	3,100	430	14		
†Leake	5,200	570	11	*	*
Lee	11,000	3,340	30		
Leflore	13,700	2,980	22	*	*
†Lincoln	7,700	1,310	17	*	*
†Madison	8,100	1,050	13	1,050	13
†Marion	6,400	970	15		
†Marshall	5,800	1,860	32		
†Monroe	10,000	1,210	12		
†Montgomery	3,800	420	11		
†Panola	7,800	4,030	52		
†Pearl River	5,800	3,590	62		
†Pike	9,600	1,610	17	*	*
†Pontotoc	5,200	780	15		
†Prentiss	5,200	790	15		
†Quitman	6,500	1,170	18		
†Rankin	6,200	830	13	830	13
†Scott	5,500	610	11	*	*
†Sharkey	3,100	710	23	530	17
†Simpson	5,500	720	13	720	13
†Smith	3,900	430	11	*	*
†Stone	1,400	420	30		
†Tallahatchie	7,600	1,430	19		
†Tate	4,500	2,300	51		
†Tippah	4,400	1,010	23		
†Tishomingo	4,200	670	16		
†Tunica	5,600	2,860	51%		
†Union	5,700	1,310	23		
†Walthall	3,600	500	14		
Warren	12,500	3,160	25	2,110	17%
Washington	21,100	2,980	14		
†Webster	2,900	350	12		
†Wilkinson	3,100	340	10		
†Yalobusha	3,900	550	14		
†Yazoo	8,900	1,200	13	1,200	13
TV counties	**513,600**	**115,380**	**22%**	**31,980**	**6%**
other counties	73,800	3,990	5%		
total	*587,100*	*119,370*	*20%*	*31,980*	*5%*

MISSOURI

TV counties	total families	TV families		UHF families	
†Andrew	4,000	2,230	56%	*	*
†Atchison	3,500	1,050	30		
†Audrain	8,400	1,880	22		
†Barry	6,700	1,270	19		
†Barton	4,400	720	16		
†Bates	6,200	3,290	53		
†Benton	2,700	570	21		
†Bollinger	3,100	840	27		
Boone	14,200	1,950	14		
Buchanan	31,600	19,620	62		
†Caldwell	3,600	2,010	56	*	*
†Callaway	6,500	1,500	23		
†Camden	2,500	530	21		
Cape Girardeau	12,000	1,250	10		
†Carroll	5,100	2,500	49		
†Carter	1,300	200	15		
†Cass	6,700	3,550	53		
†Cedar	3,800	650	17		
†Chariton	4,900	1,180	24		
†Christian	3,900	900	23		

†Clark	3,000	750	25		
Clay	18,400	14,790	80	1,880	10%
†Clinton	4,000	2,230	56	•	•
†Cole	10,100	2,080	21		
†Crawford	3,600	1,210	34		
†Dade	3,000	510	17		
†Dallas	3,300	320	10		
†Daviess	3,700	2,060	56	•	•
†De Kalb	3,000	1,680	56	•	•
†Dent	3,400	1,160	34		
†Douglas	3,600	860	24		
Dunklin	13,000	3,850	30		
Franklin	11,700	4,340	37		
†Gasconade	4,100	1,150	28		
†Gentry	3,600	1,080	30		
Greene	37,000	13,480	36		
†Grundy	4,500	1,890	42		
†Harrison	4,600	1,370	30		
†Henry	6,900	3,660	53%		
†Hickory	1,700	360	21		
†Holt	3,100	930	30		
†Iron	2,600	880	34		
Jackson	193,600	132,120	68	21,070	11%
Jasper	28,300	4,430	16		
Jefferson	12,500	8,200	66	•	•
†Johnson	6,900	3,800	55	•	•
†Knox	2,700	680	25		
†Laclede	6,100	1,330	22		
†Lafayette	8,200	4,460	54	•	•
†Lawrence	8,000	1,550	19		
†Lewis	3,600	890	25		
†Lincoln	4,700	2,020	43		
†Linn	6,600	1,150	17		
†Livingston	5,500	2,310	42		
†McDonald	4,300	650	15		
†Macon	6,400	1,090	17		
†Madison	3,200	860	27		
†Maries	2,100	590	28		
†Marion	10,300	3,420	33		
†Mercer	2,500	750	30		
†Miller	4,300	900	21		
†Monroe	3,900	820	21		
†Montgomery	4,000	1,720	43		
†Morgan	3,200	630	20		
†New Madrid	10,300	2,130	21		
†Newton	9,100	1,310	14		
†Nodaway	7,800	2,300	29		
†Oregon	3,500	530	15		
†Osage	3,100	870	28		
†Ozark	2,400	580	24		
Pemiscot	12,600	5,520	44		
†Perry	4,300	1,150	27		
Pettis	11,100	4,240	38		
†Phelps	8,200	2,260	28		
†Pike	6,000	2,540	42		
†Platte	4,900	2,700	55	•	•
†Polk	5,200	500	10		
†Pulaski	3,400	710	21		
†Ralls	2,700	920	34		
†Randolph	8,300	1,730	21		
†Ray	5,500	2,740	50		
†Reynolds	1,500	230	15		
†Ripley	3,500	550	16		
St. Charles	9,400	5,740	61	•	•
†St. Clair	3,500	880	25		
†St. Francois	10,700	6,680	62		
St. Louis	419,400	327,410	78	40,050	10
†Ste. Genevieve	3,200	1,980	62		
†Saline	8,500	2,100	25		
†Scotland	2,500	630	25		
†Shannon	2,200	330	15		
†Shelby	3,700	1,260	34		
†Stoddard	9,700	1,940	20		
†Stone	2,900	700	24%		
†Taney	3,100	740	24		
†Vernon	7,000	1,710	24		
†Warren	2,600	1,120	43		
†Washington	4,100	1,340	33		
†Webster	4,600	450	10		
†Worth	1,400	420	30		
†Wright	5,000	1,050	21		
TV counties	**1,234,800**	**672,690**	**54%**	**64,990**	**5%**
other counties	71,500	4,470	7%		
total	*1,306,300*	*677,160*	*52%*	*64,990*	*5%*

MONTANA

TV counties	*total families*	*TV families*		*UHF families*	
Silver Bow	18,300	6,080	33%		
TV counties	**18,300**	**6,080**	**33%**		
other counties	179,400	3,020	2%		
total	*197,700*	*9,100*	*5%*		

NEBRASKA

TV counties	*total families*	*TV families*		*UHF families*	
†Adams	9,400	1,600	17%		
†Antelope	3,700	810	22		
†Boone	3,300	420	13		
†Buffalo	8,500	1,060	12		
†Burt	3,600	2,770	77		
†Butler	3,800	1,360	36		
†Cass	5,400	4,000	74		
†Cedar	3,900	860	22		
†Colfax	3,400	1,600	47		
†Cuming	3,900	1,840	47		
†Dakota	3,200	1,250	39		
†Dawson	6,600	860	13		
†Dixon	2,900	1,130	39		
†Dodge	9,500	7,260	76		
Douglas	92,500	78,200	85		
†Fillmore	3,200	640	20		
†Gage	8,900	3,960	44		
†Greeley	1,400	200	14		
†Hall	10,900	1,940	18		
†Hamilton	3,000	1,080	36		
†Howard	2,300	320	14		
†Jefferson	4,400	880	20		
†Johnson	2,400	1,080	45		
†Knox	4,500	1,040	23		
Lancaster	40,800	25,140	62		
†Madison	7,700	3,050	40		
†Merrick	3,000	410	14		
†Nance	1,800	250	14		
†Nemaha	3,400	1,220	36%		
†Otoe	5,500	4,090	74		
†Pawnee	2,200	790	36		
†Pierce	3,000	660	22		
†Platte	6,100	2,380	39		
†Polk	2,500	900	36		
†Richardson	5,600	1,990	36		
†Saline	4,900	1,030	21		
†Sarpy	4,900	3,820	78		
†Saunders	5,600	4,420	79		
†Seward	4,200	1,500	36		
†Stanton	1,900	890	47		
†Thurston	2,500	980	39		
†Washington	3,700	2,850	77		
†Wayne	3,000	1,170	39		
†York	4,700	1,630	35		
TV counties	**321,600**	**175,330**	**55%**		
other counties	105,700	2,080	2%		
total	*427,300*	*177,410*	*42%*		

NEVADA

TV counties	*total families*	*TV families*		*UHF families*	
Clark	22,800	6,110	27%		
Washoe	19,700	5,460	28		
TV counties	**42,500**	**11,570**	**27%**		
other counties	18,100	360	2%		
total	*60,600*	*11,930*	*20%*		

NEW HAMPSHIRE

TV counties	*total families*	*TV families*		*UHF families*	
†Belknap	8,400	3,210	38%		
†Carroll	5,000	1,900	38		
†Cheshire	11,600	5,720	49		
Hillsboro	48,800	31,960	65		
Merrimack	18,300	10,900	60		
Rockingham	22,500	17,570	78		
Strafford	15,300	7,760	51		
†Sullivan	8,100	4,050	50		
TV counties	**138,000**	**83,070**	**60%**		
other counties	24,600	1,620	7%		
total	*162,600*	*84,690*	*52%*		

NEW JERSEY

TV counties	*total families*	*TV families*		*UHF families*	
Atlantic	44,300	31,930	72%	5,190	12%
Bergen	190,900	172,850	91		
Burlington	39,800	34,840	88		
Camden	96,500	80,790	84%		
Cape May	13,600	11,370	84	1,750	13%
Cumberland	29,300	25,310	86		
Essex	285,600	242,840	85		
Gloucester	30,700	27,000	88		
Hudson	202,700	192,250	95		
Hunterdon	14,200	12,360	87		
Mercer	68,000	60,540	89		
Middlesex	84,000	71,160	85		
Monmouth	77,200	72,360	94		
Morris	52,200	42,360	81		
Ocean	21,900	17,540	80		
Passaic	111,700	97,800	88		
Salem	16,200	14,950	92		
Somerset	31,300	26,530	85		
Sussex	11,200	8,200	73		
Union	129,200	119,420	92		
Warren	17,600	12,390	70	•	•
TV counties	**1,568,100**	**1,374,790**	**88%**	**7,850**	**1%**
total	*1,568,100*	*1,374,790*	*88%*	*7,850*	*1%*

NEW MEXICO

TV counties	*total families*	*TV families*		*UHF families*	
Bernalillo	50,800	22,930	45%		
†Chaves	13,900	4,270	31		
†Curry	8,000	1,010	13		
†De Baca	1,000	310	31		
†Dona Ana	10,800	2,290	21		
Eddy	14,400	3,480	24		
†Guadalupe	1,400	430	31		
†Lincoln	1,700	270	16		
†Los Alamos	3,600	680	19		
†Luna	2,800	590	21		
†Otero	4,400	680	15		
†Quay	4,300	560	13		
Sandoval	2,500	540	22		
†Santa Fe	10,700	2,100	20		
†Torrance	1,700	320	19		
Valencia	5,100	2,090	39		
TV counties	**137,400**	**42,550**	**31%**		
other counties	64,600	1,220	2%		
total	*202,000*	*43,770*	*22%*		

NEW YORK

TV counties	*total families*	*TV families*		*UHF families*	
Albany	79,600	59,350	75%	•	•
Allegany	13,500	7,830	58		
Bronx	458,400	360,970	79		
Broome	58,300	42,860	74%		
Cattaraugus	24,200	16,850	70		
Cayuga	21,600	17,690	82		
Chautauqua	46,300	29,000	63		
Chemung	28,800	12,080	42	6,040	21%
Chenango	12,300	7,350	60		
Clinton	13,900	4,690	34		
Columbia	14,000	10,800	77		
Cortland	11,700	7,350	63		
Delaware	13,900	5,460	39		
Dutchess	38,400	23,960	62		
Erie	281,600	243,890	87	39,870	14
Essex	10,400	2,810	27		
Franklin	12,800	1,910	15		
Fulton	17,500	10,770	62		
Genesee	14,600	10,380	71		
†Greene	9,200	5,490	60		
Hamilton	1,300	770	59		
Herkimer	19,500	14,110	72		
Jefferson	26,900	10,930	41		
Kings	851,900	735,350	86		
Lewis	6,600	3,730	57		
Livingston	11,300	6,530	58		
Madison	14,400	8,880	62		
Monroe	160,400	131,030	82		
Montgomery	19,200	11,660	61		
Nassau	261,200	233,160	89		
New York	672,700	401,750	60		
Niagara	60,500	50,810	84	9,620	16
Oneida	68,900	64,920	94		
Onondaga	109,700	98,280	90		
†Ontario	18,100	12,570	69		
Orange	47,100	41,100	87		
Orleans	9,600	7,940	83	•	•
Oswego	23,800	17,450	73		
Otsego	16,600	10,820	65		
Putnam	6,700	4,010	60		
Queens	521,900	460,000	88		
Rensselaer	41,900	34,290	82	•	•
Richmond	56,400	50,620	90		
Rockland	24,500	21,420	87		
St. Lawrence	27,700	4,200	15		
Saratoga	24,000	16,710	70		
Schenectady	48,600	36,640	75		
†Schoharie	7,200	4,320	60		
†Schuyler	4,600	3,450	75		
†Seneca	8,100	6,120	76		
Steuben	28,300	11,790	42	4,270	15
Suffolk	92,000	75,230	82		
Sullivan	13,300	8,850	67	•	•
Tioga	9,800	6,120	62	1,180	12
Tompkins	17,900	12,420	69		
Ulster	30,300	15,920	53	•	•
Warren	12,700	9,960	78		
Washington	14,000	9,350	67		
Wayne	18,400	14,440	78%		
Westchester	195,600	153,610	79		
Wyoming	9,700	5,810	60		
†Yates	5,800	4,060	70		
TV counties	**4,800,100**	**3,712,620**	**77%**	**69,950**	**1%**
total	*4,800,100*	*3,712,620*	*77%*	*69,950*	*1%*

NORTH CAROLINA

TV counties	total families	TV families		UHF families	
Alamance	20,000	12,090	60%		
†Alexander	3,600	1,690	47		
†Alleghany	2,100	970	46		
†Anson	6,300	3,280	52		
†Ashe	5,200	2,390	46		
†Avery	3,200	860	27		
†Beaufort	9,300	3,800	41		
†Bertie	6,100	2,260	37		
Buncombe	34,800	11,330	33	4,040	12%
Burke	11,400	7,980	70		
Cabarrus	17,400	11,210	64	*	*
Caldwell	11,100	5,280	48		
†Camden	1,400	760	54	*	*
†Caswell	4,500	2,070	46	*	*
Catawba	17,400	10,030	58		
Chatham	6,300	2,900	46	*	*
Cherokee	4,400	470	11		
†Chowan	3,000	810	27		
†Clay	1,300	130	10		
†Cleveland	16,400	9,570	58		
Craven	13,100	3,550	27		
Cumberland	23,900	2,970	12		
†Currituck	1,800	970	54	*	*
†Dare	1,300	350	27		
Davidson	17,400	9,490	55	*	*
†Davie	4,000	2,200	55	*	*
Durham	28,400	14,880	52	*	*
Edgecombe	12,000	2,040	17		
Forsyth	43,500	23,570	54	*	*
†Franklin	7,300	1,530	21		
Gaston	30,900	21,420	69	*	*
†Gates	2,300	1,240	54	*	*
†Graham	1,700	170	10		
†Granville	7,000	2,810	40	*	*
Guilford	55,000	24,410	44		
Halifax	13,200	1,630	12		
Harnett	11,700	1,300	11		
†Haywood	10,000	1,680	17		
†Henderson	9,200	2,070	23	*	*
†Hertford	4,900	2,650	54	*	*
†Hoke	3,400	780	23		
†Hyde	1,300	350	27		
Iredell	15,300	6,530	43		
†Jackson	4,500	990	22%	*	*
†Lee	6,100	1,770	29	*	*
†Lincoln	7,000	4,060	58		
†McDowell	6,700	4,220	63		
†Macon	4,000	400	10		
†Madison	4,600	780	17		
†Martin	6,200	2,540	41		
Mecklenberg	58,500	35,080	60		
†Mitchell	3,600	970	27		
†Montgomery	4,400	2,290	52	*	*
†Moore	8,600	2,540	30	*	*
Nash	14,300	2,190	15		
†Northampton	6,200	2,300	37		
†Orange	8,600	3,950	46	*	*
†Pasquotank	6,800	3,700	54	*	*
†Perquimans	2,500	1,350	54	*	*
†Person	5,500	2,200	40	*	*
Pitt	14,900	4,600	31		
†Polk	3,200	2,020	63		
Randolph	14,100	6,080	43	*	*
†Richmond	10,300	5,310	52	*	*
Robeson	20,200	3,400	17		
†Rockingham	17,600	7,690	44		
†Rowan	21,200	11,580	55	*	*
†Rutherford	11,900	7,520	63		
†Scotland	6,300	1,420	23		
Stanly	10,700	8,380	78		
†Stokes	5,100	2,240	44		
†Surry	11,900	5,380	45		
†Swain	2,300	230	10		
†Transylvania	3,900	860	22	*	*
†Tyrrell	1,200	320	27		
†Union	10,600	5,470	52		
†Vance	8,000	1,660	21		
Wake	36,000	11,420	32	7,250	20%
†Warren	5,100	1,070	21		
†Washington	3,100	860	28		
†Watauga	4,300	1,140	27		
Wayne	15,800	1,970	12		
Wilkes	11,100	4,200	38		
†Yadkin	5,700	3,140	55	*	*
†Yancey	3,700	630	17		
TV counties	**920,100**	**388,390**	**42%**	**24,980**	**3%**
other counties	136,300	7,570	6%	910	1%
total	*1,056,400*	*395,960*	*37%*	*25,890*	*2%*

NORTH DAKOTA

TV counties	total families	TV families		UHF families	
†Barnes	4,500	1,140	25%		
†Bottineau	3,200	420	13		
†Burke	1,700	220	13		
Cass	17,400	5,500	32		
Griggs	1,200	300	25		
†McHenry	3,200	420	13%		
†Ransom	2,300	230	10		
†Renville	1,500	200	13		
†Richland	5,300	550	10		
†Sargent	1,700	170	10		
†Steele	1,100	280	25		
†Traill	3,000	750	25		
†Ward	10,200	1,240	12		
TV counties	**56,300**	**11,420**	**20%**		
other counties	104,900	1,900	2%		
total	*161,200*	*13,320*	*8%*		

OHIO

TV counties	total families	TV families		UHF families	
†Adams	6,400	3,840	60%		
Allen	28,500	11,750	41	6,160	23%
Ashland	10,700	7,270	68		
Ashtabula	25,300	19,990	79	4,830	19
†Athens	12,300	5,670	46		
†Auglaize	9,800	6,310	64	*	*
Belmont	26,000	12,840	49		
†Brown	7,000	4,200	60		
Butler	46,000	40,390	88		
†Carroll	5,700	3,710	65	*	*
Champaign	8,500	5,970	70		
Clark	35,900	28,570	80	*	*
Clermont	13,200	9,710	74		
Clinton	8,400	4,760	57		
Columbiana	31,000	19,710	64	*	*
Coshocton	10,000	2,280	23	*	*
Crawford	12,600	7,040	56		
Cuyahoga	439,000	399,190	91		
†Darke	13,200	10,630	81		
†Defiance	8,200	5,190	63	*	*
†Delaware	8,900	6,070	68		
Erie	17,200	12,540	73		
Fairfield	16,400	11,410	70		
†Fayette	7,300	4,390	60		
Franklin	162,600	138,640	85		
†Fulton	8,000	5,760	72		
Gallia	6,700	3,190	48		
†Geauga	8,100	6,640	82	*	*
Greene	19,500	12,470	64		
†Guernsey	11,600	4,080	35	*	*
Hamilton	243,200	209,060	86		
†Hancock	15,000	10,400	69		
†Hardin	9,000	5,760	64		
†Harrison	5,700	2,000	35	*	*
†Henry	6,900	4,280	62	*	*
†Highland	9,400	5,670	60		
†Hocking	5,600	3,860	69		
†Holmes	5,200	2,810	54%	*	*
Huron	12,500	7,860	63		
†Jackson	8,300	4,860	59		
Jefferson	27,700	19,480	70	*	*
Knox	11,200	6,820	61		
Lake	26,200	21,930	84	*	*
Lawrence	14,200	9,910	70		
Licking	23,300	19,130	82	*	*
†Logan	10,200	6,540	64		
†Logan	47,100	40,440	86		
Lucas	126,800	107,100	84		
†Madison	6,200	3,720	60		
Mahoning	74,800	43,190	58	19,280	26%
†Marion	16,600	11,710	71		
Medina	13,300	11,070	83		
†Meigs	7,000	3,220	46		
†Mercer	8,400	2,440	29		
Miami	20,400	17,990	88	*	*
†Monroe	4,300	1,460	34		
Montgomery	130,300	119,110	91	*	*
†Morgan	4,000	1,400	35		
†Morrow	5,200	3,690	71		
Muskingum	23,400	10,190	44	6,390	27
†Noble	3,400	1,190	35		
†Ottawa	9,500	5,990	63		
†Paulding	4,700	1,360	29		
†Perry	8,500	5,900	69		
†Pickaway	7,800	5,620	72		
†Pike	5,600	3,300	59		
†Portage	19,500	15,900	82	*	*
†Preble	8,500	6,800	80		
†Putnam	7,200	4,460	62	*	*
Richland	29,300	20,000	68		
†Ross	16,000	11,440	72		
†Sandusky	14,700	9,340	64		
Scioto	26,700	19,010	71		
Seneca	16,200	11,710	72		
†Shelby	8,600	5,500	64	*	*
Stark	89,300	72,360	81	*	*
Summit	131,900	117,180	89	13,640	10
Trumbull	48,900	38,150	78	11,690	24
†Tuscarawas	22,000	14,360	65	*	*
†Union	6,400	4,420	69		
†Van Wert	8,900	2,660	30		
†Vinton	2,800	1,930	69		
Warren	12,100	8,120	67		
Washington	13,700	3,730	27	*	*
†Wayne	17,500	9,430	54	*	*
†Williams	8,600	6,270	73		
Wood	17,900	15,710	88		
†Wyandot	6,200	4,340	70		
TV counties	**2,517,800**	**1,957,490**	**78%**	**85,380**	**3%**
total	*2,517,800*	*1,957,490*	*78%*	*85,380*	*3%*

OKLAHOMA

TV counties	total families	TV families		UHF families	
†Adair	4,000	640	16%		
†Alfalfa	3,300	910	28		
†Atoka	3,500	460	13		
†Beckham	7,200	890	12		
†Blaine	4,400	2,160	49		
†Bryan	8,000	1,070	13		
Caddo	10,200	4,500	44		
†Canadian	7,700	3,700	48		
†Carter	12,300	2,080	17		
†Cherokee	4,900	780	16		
†Choctaw	5,200	620	12		
Cleveland	11,400	6,530	57	1,380	12%
†Coal	1,700	220	13		
Comanche	17,800	10,350	58		
†Cotton	2,900	870	30		
†Craig	4,800	2,730	57		
Creek	12,700	6,640	52		
†Custer	6,500	1,840	28		
†Delaware	4,100	1,310	32		
†Dewey	2,500	700	28		
†Ellis	2,300	320	14		
†Garfield	17,600	8,710	49		
†Garvin	8,800	3,650	41		
Grady	10,600	4,920	46		
†Grant	3,100	870	28		
†Greer	3,400	370	11		
†Harmon	2,300	250	11		
†Harper	1,800	250	14		
†Hughes	5,600	1,180	21		
†Jackson	6,300	690	11		
†Jefferson	3,100	930	30		
†Johnston	2,800	360	13		
Kay	16,400	6,410	39		
†Kingfisher	4,000	1,960	49		
†Kiowa	5,700	1,980	35		
†Lincoln	6,500	2,340	36		
†Logan	6,800	2,430	36		
†Love	1,700	290	17		
†McClain	4,100	1,720	42		
†McCurtain	8,100	930	11		
†McIntosh	4,300	900	21		
†Major	3,200	900	28		
†Marshall	2,300	300	13		
†Mayes	5,600	3,180	57		
†Murray	3,300	1,550	47		
†Muskogee	20,000	8,890	44		
†Noble	3,800	1,860	49		
†Nowata	3,900	2,210	57		
†Okfuskee	4,300	1,460	34		
Oklahoma	116,500	79,440	68	*	*
†Okmulgee	13,300	4,570	34		
†Osage	10,000	5,200	52		
†Ottawa	10,000	3,190	32%		
†Pawnee	4,100	2,130	52		
Payne	14,000	5,710	41		
Pittsburg	11,600	2,750	24		
†Pontotoc	8,900	4,180	47		
Pottawatomie	13,200	3,630	28		
†Pushmataha	3,200	380	12		
†Roger Mills	2,100	590	28		
†Rogers	5,800	3,240	56		
Seminole	10,700	3,910	37		
†Sequoyah	5,000	830	17		
Stephens	11,500	3,900	34		
†Tillman	5,000	1,480	30		
Tulsa	88,100	65,670	75		
†Wagoner	4,300	1,890	44		
Washington	11,000	5,050	46		
†Washita	4,900	1,720	35		
†Woods	4,700	720	15		
†Woodward	4,100	570	14		
TV counties	**668,800**	**311,560**	**47%**	**4,690**	**1%**
other counties	23,500	480	2%	480	2%
total	*692,300*	*312,040*	*45%*	*5,170*	*1%*

OREGON

TV counties	total families	TV families		UHF families	
Clackamas	30,600	8,400	27%	8,400	27%
†Clatsop	11,600	1,590	14	*	*
†Columbia	7,500	1,050	14	*	*

Jackson	22,500	5,470	24		
Marion	32,900	12,670	39	12,120	37
Multnomah	175,300	83,330	48	79,790	46
†Tillamook	6,600	1,120	17	730	11
Washington	22,600	9,650	43	8,850	39
†Yamhill	11,200	1,910	17	1,140	11
TV counties	**320,800**	**125,190**	**39%**	**111,480**	**35%**
other counties	225,700	7,130	3%	3,690	2%
total	*546,500*	*132,320*	*24%*	*115,170*	*21%*

PENNSYLVANIA

TV counties	*total families*	*TV families*		*UHF families*	
Adams	12,800	5,610	44%	410	*
Allegheny	449,600	391,600	87	49,890	11%
Armstrong	23,200	16,060	69		
Beaver	51,200	43,050	84	*	*
Bedford	11,300	8,540	76		
Berks	77,500	57,580	74	9,260	12
Blair	41,100	26,650	65		
Bradford	15,500	8,260	53	*	*
Bucks	48,500	43,520	90%		
Butler	28,500	21,530	76		
Cambria	56,100	42,660	76	*	*
†Cameron	1,900	720	38	*	*
†Carbon	16,100	9,930	62	*	*
Centre	17,100	10,040	59		
Chester	44,200	42,290	96		
Clarion	10,700	7,050	66		
Clearfield	23,900	14,230	60		
†Clinton	10,700	4,110	38	*	*
†Columbia	16,200	4,850	30	3,850	24%
Crawford	24,200	6,660	28		
Cumberland	29,900	11,290	38	6,580	22
Dauphin	61,300	33,310	54	23,030	38
Delaware	130,100	112,680	87		
†Elk	9,600	2,000	21		
Erie	68,100	62,490	92		
Fayette	52,100	39,540	76		
†Forest	1,200	250	21		
Franklin	22,400	11,200	50	2,540	11
†Fulton	2,900	1,130	39		
Greene	12,500	5,340	43		
†Huntingdon	11,400	4,460	39		
Indiana	21,200	10,010	47		
Jefferson	14,200	8,180	58		
†Juniata	4,400	700	16	*	*
Lackawanna	72,200	49,560	69	40,820	57
Lancaster	69,800	50,090	72	*	*
Lawrence	31,300	20,490	65	4,740	15
Lebanon	26,300	17,630	67	6,090	23
Lehigh	59,400	47,940	81	*	*
Luzerne	107,400	53,550	50	45,100	42
Lycoming	31,600	5,630	18		
McKean	17,200	8,190	48		
Mercer	33,000	18,310	55	5,650	17
Mifflin	12,700	5,110	40		
†Monroe	10,400	6,450	62	*	*
Montgomery	101,600	92,040	88		
†Montour	3,700	1,110	30	890	24
Northampton	54,400	38,430	71	*	*
Northumberland	33,700	8,050	24	3,840	11
†Perry	7,300	1,200	16	*	*
Philadelphia	627,100	543,100	87		
†Pike	3,100	960	31	*	*
†Potter	4,900	1,720	35		
Schuylkill	56,200	37,000	66	13,640	24
†Snyder	6,400	830	13	*	*
Somerset	22,500	11,630	52		
†Sullivan	1,600	480	30	380	24
†Susquehanna	9,000	5,190	58	1,450	16
†Tioga	10,700	3,740	35		
†Union	6,000	780	13	*	*
Venango	18,800	7,740	41		
Warren	12,200	4,240	35		
Washington	60,300	48,090	80	*	*
†Wayne	8,100	2,550	31%	*	*
Westmoreland	90,000	69,110	77	*	*
†Wyoming	4,900	2,790	57	780	16%
York	63,800	45,390	71	14,180	22
TV counties	**3,102,200**	**2,276,640**	**73%**	**257,860**	**8%**
total	*3,102,200*	*2,276,640*	*73%*	*257,860*	*8%*

RHODE ISLAND

TV counties	*total families*	*TV families*		*UHF families*	
Bristol	8,700	8,540	98%		
Kent	25,900	21,350	82		
Newport	17,300	13,910	80		
Providence	177,300	164,030	93		
Washington	14,600	9,890	68		
TV counties	**243,800**	**217,720**	**89%**		
total	*243,800*	*217,720*	*89%*		

SOUTH CAROLINA

TV counties	*total families*	*TV families*		*UHF families*	
†Abbeville	5,700	1,430	25%	*	*
Aiken	19,200	2,350	12		
Anderson	24,200	4,800	20	3,720	15%
†Beaufort	6,600	1,210	18		
†Berkeley	6,900	2,550	37	*	*
†Calhoun	3,400	650	19	370	11
Charleston	47,600	24,760	52		
†Cherokee	8,700	5,690	65		
†Chester	8,200	4,670	57		
†Chesterfield	8,300	2,880	35		
†Clarendon	6,700	1,010	15	*	*
†Colleton	7,300	1,790	25	*	*
Darlington	12,300	3,310	27		
†Dillon	6,800	1,700	25		
†Dorchester	5,700	1,370	24	*	*
†Edgefield	3,800	1,220	32	*	*
†Fairfield	4,900	2,790	57		
Florence	20,100	9,560	48		
†Georgetown	7,800	2,890	37	*	*
Greenville	49,200	19,880	40	12,330	25
†Greenwood	11,200	2,840	25	*	*
†Hampton	4,500	860	19		
†Jasper	2,700	510	19		
†Kershaw	7,700	3,480	45	*	*
†Lancaster	9,200	5,150	56		
Laurens	11,800	3,360	28	*	*
†Lee	4,800	2,210	46	*	*
Lexington	12,200	4,760	39	3,000	25
†McCormick	2,100	530	25	*	*
†Marion	7,900	2,000	25		
†Marlboro	7,500	2,630	35%		
†Newberry	8,500	2,760	32	*	*
†Oconee	9,600	1,540	16	1,340	14%
†Orangeburg	16,400	3,080	19	1,850	11
†Pickens	10,400	1,680	16	1,450	14
Richland	41,700	14,370	34	11,500	28
†Saluda	3,800	1,220	32	*	*
Spartanburg	40,600	22,550	56	*	*
Sumter	14,300	3,370	24	*	*
†Union	7,700	5,080	66		
†Williamsburg	9,300	1,320	14	*	*
York	18,600	10,620	57		
TV counties	**525,900**	**192,430**	**37%**	**44,780**	**9%**
other counties	28,700	1,980	7%		
total	*554,600*	*194,410*	*35%*	*44,780*	*8%*

SOUTH DAKOTA

TV counties	*total families*	*TV families*		*UHF families*	
†Bon Homme	2,800	500	18%		
†Brookings	5,200	760	15		
†Clay	3,300	1,420	43		
†Hutchinson	3,300	590	18		
†Kingsbury	2,900	460	16		
†Lake	3,300	530	16		
†Lincoln	3,800	1,640	43		
Minnehaha	23,100	4,270	18		
†Moody	2,600	420	16		
†Turner	3,700	1,590	43		
†Union	3,300	1,420	43		
†Yankton	4,300	810	19		
TV counties	**61,600**	**14,410**	**23%**		
other counties	127,400	3,480	3%		
total	*189,000*	*17,890*	*9%*		

TENNESSEE

TV counties	*total families*	*TV families*		*UHF families*	
Anderson	16,200	5,970	37%	2,930	18%
†Bedford	6,900	3,310	48		
†Benton	3,200	450	14		
†Bledsoe	1,600	320	20		
Blount	15,200	4,200	28	1,680	11
†Bradley	8,900	1,030	12		
†Campbell	8,400	890	11	*	*
†Cannon	2,300	1,100	48		
†Carroll	7,700	1,090	14		
†Carter	11,100	3,030	27		
†Cheatham	2,200	1,250	57		
†Chester	2,900	810	28		
†Claiborne	5,700	830	15	*	*
†Clay	2,100	800	38%		
†Coffee	7,300	3,530	48		
†Crockett	4,400	1,670	38		
†Cumberland	4,700	750	16		
Davidson	96,400	76,730	80		
†Decatur	2,500	280	11		
†De Kalb	2,600	990	38		
†Dickson	5,300	3,020	57		
†Dyer	9,400	3,560	38		
†Fayette	6,100	2,140	35		
†Fentress	3,400	510	15		
†Franklin	6,400	830	13		
Gibson	14,400	2,740	19		
†Giles	7,100	920	13		
†Grainger	3,000	420	14	*	*
†Greene	10,900	1,380	13		
†Grundy	3,000	1,080	36		
Hamilton	62,500	11,190	18		
†Hancock	2,100	290	14	*	*
†Hardeman	5,200	2,650	51		
†Hardin	4,300	1,200	28		
†Hawkins	7,600	910	12		
†Haywood	6,300	3,210	51		
†Henderson	4,500	540	12		
†Henry	7,000	1,470	21		
†Hickman	3,300	1,490	45		
†Houston	1,100	520	47		
†Humphreys	3,000	1,410	47		
†Jackson	2,800	1,060	38		
†Johnson	2,800	760	27		
Knox	65,600	16,880	26	12,850	20%
†Lake	3,000	750	25		
†Lauderdale	6,700	3,400	51		
†Lawrence	7,400	1,010	14		
†Lewis	1,500	680	45		
†Lincoln	6,800	820	12		
†Loudon	6,300	1,450	23	*	*
†McMinn	8,600	1,030	12		
†McNairy	5,300	1,460	28		
†Macon	3,700	1,430	39		
Madison	17,500	5,590	32		
†Marion	5,100	1,840	36		
†Marshall	5,200	2,760	53		
†Maury	11,500	5,140	45		
†Meigs	1,300	260	20		
†Monroe	5,800	1,330	23	*	*
†Montgomery	11,700	5,440	46		
†Moore	1,200	160	13		
†Morgan	3,300	500	15		
†Obion	8,600	2,110	25		
†Overton	4,200	630	15		
†Perry	1,400	150	11		
†Pickett	900	140	15		
†Polk	3,300	400	12		
†Putnam	8,200	3,030	37		
†Rhea	4,100	800	20%		
†Roane	8,500	1,960	23	*	*
†Robertson	7,300	4,110	56		
Rutherford	11,300	7,770	69		
†Scott	4,100	410	10	*	*
†Sequatchie	1,300	260	20		
Shelby	148,000	115,100	78		
†Smith	3,600	1,370	38		
†Stewart	2,100	990	47		
Sullivan	27,500	9,320	34		
†Sumner	9,300	5,550	60		
†Tipton	7,700	2,660	35		
†Trousdale	1,600	610	38		
†Unicoi	4,000	680	17		
†Union	1,800	250	14	*	*
†Van Buren	800	160	20		
†Warren	6,500	2,300	35		
†Washington	15,800	2,650	17		
†Wayne	3,400	370	11		
†Weakley	8,200	1,740	21		
†White	4,200	1,600	38		
†Williamson	6,200	3,280	53		
†Wilson	7,600	4,560	60		
TV counties	**892,800**	**379,220**	**42%**	**19,320**	**2%**
other counties	23,100	1,970	9%		
total	*915,900*	*381,190*	*42%*	*19,320*	*2%*

TEXAS

TV counties	*total families*	*TV families*		*UHF families*	
†Anderson	9,000	1,420	16%		
Angelina	11,100	2,510	23		
†Aransas	1,200	250	21		
†Archer	1,800	380	21		
†Armstrong	500	80	16		
†Atascosa	4,900	2,590	53		
†Austin	4,500	1,350	30		
†Bailey	2,200	1,080	49		
†Bandera	1,100	670	61		
†Bastrop	5,400	1,540	29		
†Baylor	2,200	460	21		
†Bee	5,000	2,150	43		
Bell	23,000	7,320	32		
Bexar	142,200	104,880	74		
†Blanco	1,300	340	26		
†Borden	200	40	18		
†Bosque	3,400	680	20	*	
Bowie	20,000	1,980	10		
Brazoria	15,700	8,780	56		
Brazos	11,200	2,120	19		
†Brewster	1,900	280	15		
†Briscoe	900	140	16		
†Brooks	2,700	510	19		

†Burleson	3,400	950	28%		
†Caldwell	5,000	1,400	28		
†Calhoun	3,000	630	21		
†Callahan	2,700	430	16		
†Cameron	36,000	9,560	27		
†Camp	2,600	650	25	•	•
†Carson	1,800	290	16		
†Cass	6,800	1,760	26	•	•
†Castro	1,600	260	16		
†Chambers	2,300	1,330	58	•	•
Cherokee	10,200	1,210	12	•	•
†Childress	3,700	590	16		
†Clay	3,000	1,590	53		
†Cochran	1,700	830	49		
†Coke	1,200	200	17		
†Coleman	4,400	750	17		
†Collin	12,600	5,130	41		
†Collingsworth	2,400	380	16		
†Colorado	5,300	1,700	32		
†Comal	5,200	1,390	27		
†Concho	1,400	220	16		
†Cooke	6,500	3,480	54		
†Cottle	1,500	300	20		
†Crosby	2,700	1,110	41		
†Culberson	500	70	14		
†Dallam	2,400	1,340	56		
Dallas	222,600	161,280	72		
†Deaf Smith	3,100	530	17		
†Delta	2,200	350	16		
†Denton	12,000	6,080	51		
†De Witt	6,700	2,010	30		
†Dickens	1,800	360	20		
†Dimmit	2,400	770	32		
†Donley	1,600	260	16		
†Duval	3,300	1,020	31		
†Eastland	7,500	1,190	16		
Ellis	13,500	6,350	47		
El Paso	56,100	39,380	70		
†Erath	5,700	1,110	19	•	•
†Falls	7,100	1,420	20	•	•
†Fayette	7,000	2,240	32		
†Fisher	2,900	590	21		
†Floyd	3,200	1,310	41		
†Foard	1,000	200	20		
†Fort Bend	7,800	2,350	30		
†Franklin	1,600	220	14	•	•
†Frio	2,700	1,430	53		
Galveston	38,000	15,900	42		
†Garza	1,800	320	18		
†Gillespie	3,300	530	16		
†Goliad	1,300	270	21		
†Gonzales	5,300	1,640	31		
†Gray	7,900	1,640	21		
Grayson	22,400	6,010	27		
Gregg	19,100	5,320	28	3,710	19%
†Grimes	4,000	1,760	44%		
†Guadalupe	7,100	2,680	38		
†Hale	9,300	3,790	41		
†Hall	3,000	480	16		
†Hamilton	3,300	660	20	•	•
†Hansford	1,200	670	56		
†Hardeman	3,200	680	21		
†Hardin	6,000	1,230	21		
Harris	290,600	201,260	69	•	•
Harrison	13,000	1,790	14	•	•
†Hartley	400	220	56		
†Haskell	3,900	640	16		
†Hays	4,700	1,220	26		
†Hemphill	1,300	260	20		
†Henderson	6,200	930	15		
Hidalgo	43,700	13,370	31		
†Hill	9,200	4,780	52		
†Hockley	6,700	3,250	49		
†Hood	1,400	670	48		
†Hopkins	6,700	1,070	16		
†Howard	8,200	1,480	18		
†Hudspeth	1,100	150	14		
Hunt	12,700	8,580	68		
†Hutchinson	11,100	6,140	55		
†Jack	2,300	1,220	53		
†Jackson	3,800	1,410	37		
†Jasper	5,500	1,100	20		
†Jeff Davis	500	70	14		
Jefferson	64,000	25,830	40		
†Jim Hogg	1,200	120	10		
†Jim Wells	7,700	1,450	19		
†Johnson	10,200	5,370	53		
†Jones	6,800	1,450	21		
†Karnes	4,100	1,520	37		
†Kaufman	7,900	3,510	44		
†Kendall	1,700	1,040	61		
†Kenedy	100	20	19		
†Kent	400	70	18		
†Kerr	4,500	690	15		
†Kimble	1,100	180	16		
†King	200	40	20		
†Kinney	400	70	18		
†Kleberg	6,900	1,310	19		
†Knox	2,800	560	20		
†Lamb	6,000	2,940	49		
†La Salle	1,900	610	32		
†Lavaca	6,200	1,920	31		
†Lee	2,800	780	28		
†Liberty	8,000	4,640	58	•	•
†Limestone	6,700	1,340	20	•	•
†Lipscomb	1,100	220	20		
†Live Oak	2,100	670	32		
Lubbock	37,300	21,040	56		
†Lynn	3,000	540	18		
†McCulloch	3,400	540	16		
McLennan	41,200	10,530	26%	6,730	16%
†McMullen	500	160	32		
†Madison	2,000	880	44		
†Marion	2,600	650	25	•	•
†Mason	1,500	240	16		
†Matagorda	6,500	2,410	37		
†Maverick	2,900	520	18		
†Medina	4,700	2,830	60		
†Menard	1,000	160	16		
†Milam	6,300	680	11		
†Mitchell	4,300	770	18		
†Montague	5,000	2,650	53		
†Montgomery	7,500	4,120	55		
†Moore	5,800	3,250	56		
†Morris	2,700	680	25	•	•
†Motley	1,000	200	20		
†Nacogdoches	8,100	930	11		
Navarro	11,400	4,070	36		
†Newton	2,700	540	20		
†Nolan	6,300	1,320	21		
Nueces	54,300	8,790	16		
†Ochiltree	2,100	420	20		
†Oldham	400	60	16		
Orange	14,400	6,180	43		
†Palo Pinto	6,000	2,880	48		
†Parker	7,300	3,570	49		
†Parmer	1,800	290	16		
†Polk	4,200	1,930	46		
†Potter	25,900	15,930	62		
†Presidio	1,500	210	14		
†Rains	900	140	16		
†Randall	5,400	3,350	62		
†Real	700	130	18		
†Red River	5,900	860	15	•	•
†Refugio	2,800	590	21		
†Roberts	300	60	20		
†Robertson	5,100	510	10		
†Rockwall	1,500	620	41		
†Runnels	4,900	830	17		
†Sabine	2,100	230	11		
†San Augustine	2,000	220	11		
†San Jacinto	1,600	740	46		
†San Patricio	9,500	4,020	42		
†Scurry	8,700	1,460	17		
†Shackelford	1,200	190	16		
†Sherman	600	340	56		
Smith	22,600	3,860	17	•	•
†Somervell	800	160	20	•	•
†Starr	3,000	300	10		
†Stephens	3,400	510	15		
†Stonewall	800	170	21		
†Swisher	2,500	400	16		
Tarrant	138,400	96,840	70		
Taylor	20,900	8,780	42		
†Throckmorton	800	130	16		
†Titus	5,100	710	14%	•	•
Tom Green	20,100	6,170	31		
Travis	47,900	17,000	35		
†Trinity	2,700	1,240	46		
†Tyler	3,100	620	20		
†Upshur	5,400	1,350	25	•	•
†Uvalde	4,700	870	19		
†Van Zandt	6,300	2,840	45		
†Victoria	9,600	1,960	20		
†Walker	4,900	2,240	46		
†Waller	3,200	1,760	55		
†Washington	5,700	2,480	44		
†Webb	13,600	1,360	10		
†Wharton	10,100	3,650	36		
†Wheeler	2,800	560	20		
Wichita	31,700	17,820	56		
†Wilbarger	6,100	1,300	21		
†Willacy	5,900	1,530	26		
Williamson	11,200	3,960	35		
†Wilson	3,600	1,330	37		
†Wise	4,700	2,400	51		
†Wood	6,100	980	16		
†Young	5,000	750	15		
†Zapata	1,000	100	10		
†Zavala	2,600	470	18		
TV counties	**2,252,100**	**1,059,980**	**47%**	**42,970**	**2%**
other counties	160,700	8,540	5%	780	LT
total	*2,412,800*	*1,068,520*	*44%*	*43,750*	*2%*

UTAH

TV counties	*total families*	*TV families*		*UHF families*	
Box Elder	5,400	3,630	67%		
†Cache	9,300	3,490	38		
Davis	10,500	6,620	63		
†Juab	1,400	340	24		
†Millard	2,400	580	24		
†Morgan	600	230	38		
†Rich	500	190	38		
Salt Lake	87,700	66,110	75		
†Sanpete	3,800	890	23		
†Sevier	3,300	790	24		
Tooele	5,400	3,150	58		
Utah	23,500	15,930	68		
Weber	27,600	17,800	64		
TV counties	**181,400**	**119,750**	**66%**		
other counties	26,200	570	2%		
total	*207,600*	*120,320*	*58%*		

VERMONT

TV counties	*total families*	*TV families*		*UHF families*	
†Addison	5,200	1,250	24%		
†Bennington	7,500	3,830	51		
†Caledonia	7,200	840	12%		
Chittenden	17,400	5,120	29		
†Essex	1,800	220	12		
†Franklin	8,400	1,810	22		
†Grand Isle	800	170	21		
†Lamoille	3,100	650	21		
†Orleans	5,800	700	12		
†Rutland	13,400	6,810	51		
†Washington	12,100	2,960	24		
TV counties	**82,700**	**24,360**	**29%**		
other counties	25,800	1,570	6%		
total	*108,500*	*25,930*	*24%*		

VIRGINIA

TV counties	*total families*	*TV families*		*UHF families*	
†Accomack	10,200	3,340	33%		
†Albemarle	13,700	3,720	27		
†Alleghany	7,700	3,080	40		
†Amelia	1,500	590	39		
†Amherst	4,300	1,640	38		
†Appomattox	1,900	720	38		
Arlington	69,500	66,730	96		
Augusta	17,500	4,650	27		
†Bath	1,400	350	25		
†Bedford	7,300	2,230	31		
†Bland	1,400	360	26		
†Botetourt	3,900	1,560	40		
†Brunswick	4,400	1,410	32		
†Buchanan	8,000	1,650	21		
†Buckingham	2,700	1,240	46		
Campbell	21,100	10,830	51		
†Caroline	2,700	1,490	55		
†Carroll	6,800	1,220	18		
†Charles City	900	520	58		
†Charlotte	3,200	1,220	38		
Chesterfield	13,600	9,030	66		
†Clarke	1,800	830	46		
†Craig	700	280	40		
†Culpeper	3,300	1,950	59		
†Cumberland	1,500	690	46		
†Dickenson	5,000	1,000	20		
Dinwiddie	13,700	7,400	54		
†Essex	1,300	720	55		
Fairfax	32,100	29,160	91		
†Fauquier	5,400	3,140	58		
†Floyd	2,700	490	18		
†Fluvanna	1,700	780	46		
†Franklin	5,600	1,680	30		
†Frederick	9,300	4,320	46		
†Giles	5,000	2,650	53		
†Gloucester	3,100	1,840	59	340	11%
†Goochland	1,700	660	39		
†Grayson	5,500	1,430	26%		
†Greene	1,100	300	27		
†Greensville	3,900	1,250	32		
†Halifax	9,600	3,700	39		
†Hanover	5,700	3,120	55		
Henrico	87,000	65,970	76		
Henry	12,900	6,100	47		
†Highland	700	180	25		
†Isle of Wight	3,700	1,700	46	•	•
†James City	2,800	1,670	60	310	11%
†King & Queen	1,400	770	55		
†King George	1,800	1,080	60		
†King William	1,900	1,050	55		
†Lancaster	2,300	760	33		
†Lee	8,000	1,070	13		
†Loudoun	5,200	3,170	61		
†Louisa	3,100	1,220	39		
†Lunenburg	3,500	1,120	32		
†Madison	2,100	590	28		
†Mathews	1,700	1,020	60	190	11
†Mecklenburg	8,100	2,660	33		
†Middlesex	1,900	1,140	60	210	11
†Montgomery	10,400	5,550	53		

†Nansemond	10,000	4,660	47	*	*
†Nelson	3.200	1,220	38		
†New Kent	1,000	550	55		
Norfolk	129,800	94,910	73	25,410	20
†Northampton	4,700	1,500	32		
†Northumberland	2,600	850	33		
†Nottoway	4,400	2,060	47		
†Orange	3.200	860	27		
†Page	4,000	1,120	28		
†Patrick	3,600	650	18		
Pittsylvania	26,500	10,940	41		
†Powhatan	1,200	470	39		
†Prince Edward	3.900	1.790	46		
†Prince George	7,000	4,050	58		
Princess Anne	12.800	8.160	64	2,610	20
†Prince William	5.300	3,260	62		
†Pulaski	7.500	3,980	53		
†Rappahannock	1.300	770	59		
†Richmond	1.300	780	60		
Roanoke	39,000	21,500	55		
†Rockbridge	7,200	1,760	24		
Rockingham	12,500	3.380	27		
†Russell	6,100	1.220	20		
†Scott	6,600	860	13		
†Shenandoah	5.700	1.580	28		
†Smyth	7,100	1,140	16		
†Southampton	6,300	2,900	46	*	*
†Spotsylvania	6,400	3,800	59		
†Stafford	3.200	1,920	60		
†Surry	1,500	900	60	170	11
†Sussex	2,800	1,620	58		
†Tazewell	11,400	1,780	16		
†Warren	4,400	2,020	46%		
Warwick, Newp't	45,200	30,460	67	13,910	31%
Washington	13.200	1,340	10		
†Westmoreland	2,800	1,680	60		
Wise	13,500	3,370	25		
†Wythe	5.700	1,430	25		
†York	3,300	1,940	59	290	11
TV counties	**919,100**	**510,970**	**56%**	**43,900**	**5%**
total	*919,100*	*510,970*	*56%*	*43,900*	*5%*

WASHINGTON

TV counties	*total families*	*TV families*		*UHF families*	
†Adams	2,300	370	16%		
†Asotin	3,800	800	21		
†Clallam	8,900	4,570	51		
Clark	31,500	16,060	51	14,530	46%
†Columbia	1.100	290	21		
Cowlitz	18,000	5,060	28	3,610	20
†Ferry	900	290	32		
†Franklin	5.300	850	16		
†Garfield	900	190	21		
†Grant	8,400	1,330	16		
†Grays Harbor	17,500	2,880	16		
†Island	4.100	3,030	74		
†Jefferson	3,700	1,920	52		
King	266,800	164,660	62		
†Kitsap	28,500	21,170	74		
Lewis	14,300	2,090	15		
†Lincoln	3,300	1,060	32		
†Mason	5,200	3,070	59		
†Pacific	5,700	910	16		
†Pend Oreille	2,300	740	32		
Pierce	92,300	56,050	61		
†San Juan	1,200	420	35		
†Skagit	13,900	4,930	35		
Snohomish	39,200	27,620	70		
Spokane	78,000	37,390	48		
†Stevens	5,500	1,770	32		
†Thurston	15,700	9,270	59		
†Wahkiakum	900	140	16		
Whatcom	22,400	3,910	17		
†Whitman	9,400	2,000	21		
Yakima	45,100	10,010	22	9,110	20
TV counties	**756,400**	**384,850**	**51%**	**27,250**	**4%**
other counties	*72,100*	*2,210*	*3%*	*1,050*	*1%*
total	*828,800*	*387,060*	*47%*	*28,300*	*3%*

WEST VIRGINIA

TV counties	*total families*	*TV families*		*UHF families*	
†Barbour	5,100	770	15%		
†Berkeley	8,700	1,670	54		
†Boone	7,900	2,770	35%	950	12%
†Braxton	4,200	800	19		
†Brooke	7,400	5,180	70	*	*
Cabell	34,400	27,290	79		
†Calhoun	2,300	640	28		
†Clay	3,500	1,190	34		
†Doddridge	2,200	420	19		
Fayette	20,200	6,080	30		
†Gilmer	2,300	410	19		
†Grant	2,300	410	18		
†Greenbrier	9,900	2,140	25		
†Hampshire	3,200	580	18		
†Hancock	9,300	6,130	69	*	*
†Hardy	2,400	430	18		
Harrison	24,100	3,560	15		
†Jackson	3,900	1,090	28		
†Jefferson	4,600	2,480	54		
Kanawha	68,200	48,810	72	26,500	39
†Lewis	5,100	910	18		
†Lincoln	5,000	2,900	58	600	12
Logan	18,500	8,040	43		
McDowell	22,800	11,270	49		
Marion	20,700	8,640	42		
Marshall	9,800	3,220	33		
†Mason	6,300	3,670	58	800	12
Mercer	19,500	7,580	39		
†Mineral	6,200	1,120	18		
Mingo	11,400	6,050	53		
Monongalia	16,600	7,480	45		
†Monroe	3,200	770	24		
†Morgan	2,400	430	18		
†Nicholas	6,800	2,350	35		
Ohio	21,200	11,140	53	*	*
†Pendleton	2,100	380	18		
†Pleasants	1,700	340	20		
†Pocahontas	3,000	450	15		
†Preston	8,000	2,090	26		
†Putnam	5,300	3,070	58	640	12
Raleigh	24,200	6,130	25		
†Randolph	7,500	1,080	14		
†Ritchie	3,300	660	20		
†Roane	4,200	1,220	29		
†Summers	4,800	1,150	24		
†Taylor	4,900	1,270	26		
†Tucker	2,600	470	18		
†Tyler	2,900	580	20		
†Upshur	5,100	770	15		
Wayne	8,600	4,870	57		
†Webster	4,200	1,430	34		
†Wetzel	5,200	980	19		
†Wirt	1,200	340	28		
Wood	20,100	6,830	34	3,160	16
†Wyoming	9,100	3,160	35	1,020	12
TV counties	**529,600**	**229,320**	**43%**	**35,990**	**7%**
total	*529,600*	*229,320*	*43%*	*35,990*	*7%*

WISCONSIN

TV counties	*total families*	*TV families*		*UHF families*	
†Barron	10,400	3,460	33%		
Brown	28,800	17,080	59		
†Buffalo	4,400	1,800	41		
†Burnett	3,000	930	31		
†Calumet	5,400	2,540	47		
†Chippewa	11,700	3,010	26		
†Columbia	10,600	2,310	22	*	*
Dane	51,100	20,880	41	17,220	34%
Dodge	17,100	10,810	63		
†Door	6,600	1,610	24		
Douglas	14,300	3,400	24	3,180	22
†Dunn	7,900	2,690	34		
Eau Claire	16,900	5,160	31		
Fond Du Lac	20,300	9,170	45	*	*
Grant	12,300	1,910	16		
†Green	7,600	1,100	14	*	*
†Green Lake	4.700	1,030	22	*	*
†Iowa	5,700	860	15	*	*
Jefferson	13,400	7,290	54	*	*
Kenosha	24,400	19,680	81		
†Kewaunee	4,800	1,200	25		
La Crosse	20,700	2,420	12		
†Lafayette	5,300	800	15	*	*
†Langlade	6,100	1,220	20		
†Manitowoc	20,400	9,530	47		
Marinette	10,500	1,960	19		
†Marquette	2,800	620	22	*	*
Milwaukee	272,800	210,000	88	79,300	29
†Oconto	7,400	1,480	20		
Outagamie	24,300	6,570	27		
†Ozaukee	7,300	6,570	90	950	13
†Pepin	2,100	860	41		
†Pierce	6,300	4,160	66		
†Polk	7,500	4,950	66		
†Portage	9,400	1,290	14		
Racine	34,800	25,210	72		
Rock	30,000	7,770	26	*	*
†Rusk	4,600	1,200	26		
†St. Croix	7,800	5,150	66		
†Sawyer	3,000	930	31		
†Shawano	9,800	1,870	19		
Sheboygan	25,300	17,960	71		
†Trempealeau	6,900	2,840	41		
Walworth	14,000	8,580	61		
†Washburn	3,300	1,030	31		
†Washington	10,400	9,360	90	1.320	13
Waukesha	27,400	20,980	77		
Waupaca	10,600	2,900	27		
†Waushara	4,300	600	14		
Winnebago	28,600	5,370	19	2,960	10
TV counties	**905,100**	**512.100**	**57%**	**108,940**	**12%**
other counties	*139,900*	*6,780*	*5%*	*160*	*LT*
total	*1,045,000*	*518,880*	*50%*	*109,100*	*10%*

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WYOMING

TV counties	*total families*	*TV families*		*UHF families*	
Laramie	15,500	5,850	38%		
TV counties	**15,500**	**5,850**	**38%**		
other counties	*77,600*	*900*	*1%*		
total	*93,100*	*6,750*	*7%*		

Actions of FCC

(Continued from page 86)

applications has proceeded on a current basis since March 1953, and inasmuch as the issuance of pre-hearing letters is presently on a current basis, the need for the publication of a priority list has been eliminated. Consequently, no further lists will be published and Section 1.371, footnote 10, will be amended accordingly. Applications received after this date will be considered chronologically. Action Feb. 24.

Memphis, Tenn.—Vhf ch. 3 proceeding. By order, the Commission denied petition filed Dec. 4, 1953, by WREC Bcstg. Service requesting that the Commission cancel finding that WMPS Inc. (competing applicant for a new tv station to operate on ch. 3 in Memphis, Tenn.) is financially qualified (Dockets 10761-2; BPCT-452 and 514). Action Feb. 24.

Milwaukee, Wis.—Vhf ch. 12 proceeding. By order, the Commission denied motions filed by Milwaukee Area Telecasting Corp. requesting dismissal of the application of Kolero Telecasting Corp. for new tv station in Milwaukee, Wis., on ch. 12, for which Wisconsin Bcstg. System Inc., Milwaukee Bcstg. Co., Milwaukee Area Telecasting Corp., and Kolero Telecasting Corp. are competing applicants. Action Feb. 19.

Routine Roundup . . .

February 17 Applications

ACCEPTED FOR FILING

Renewal of License

WNAB Bridgeport, Conn., WNAB Inc. (BR-1139); WPKY Princeton, Ky., Leslie Goodaker, tr/as The Princeton Bcstg. Co. (BR-2430); WABM Houlton, Me., Aroostook Bcstg. Corp. (BR-2475); WERI Westerly, R. I., Radio Westerly Inc. (BR-2316).

February 19 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Scripps-Howard Radio Inc., Knoxville, Tenn.—By memorandum opinion and order denied petitions to the Examiner to enlarge the issues in re applications for ch. 10 exception noted for Scripps-Howard.

By Hearing Examiner Fanny N. Litvin

Franklin County Bcstg. Co., Washington, Mo.—Denied petition for leave to amend application, to show changed financial statement.

By Hearing Examiner Charles J. Frederick

On petition of Portsmouth Radio Corp., Portsmouth, Va., postponed the date for commencement of taking testimony in re its application and that of Beachview Bcstg. Corp., Norfolk, for ch. 10, from February 23 to March 9 (Action of 2/18).

Charleston Bcstg. Co., Southern Bcstg. Co., Charleston, S. C.—By memorandum opinion and order denied petition of Charleston for postponement of hearing in re ch. 2, from Feb. 19 to April 19 (Action of 2/16).

By Hearing Examiner Claire W. Hardy

KWK Inc., KXOK Inc., Missouri Valley Tv Co., St. Louis, Mo.—Adopted an order to govern hearing in re consolidated proceeding for ch. 4; parties shall exchange copies of their evidence on direct, under oath, with each other on March 15; hearing to convene March 29.

WMPS Inc., WREC Bcstg. Service, Memphis, Tenn.—By memorandum opinion and order denied petition of WMPS to have hearing of testi-

(Continued on page 100)

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for 1000 watt full-time network station in one of the top eastern markets of 140,000. Will consider young man with strong sales experience and managerial ability. Will train in operational policies of our group owned organization. Please send full resume of experience, personal background and photo. Reply to Box 553C, B•T.

Break into managing March 15. Must be versatile. Sports and engineering. Tape and resume, KLVC, Leadville, Colorado.

Salesmen

Florida salesman. Experienced man. Excellent **opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.**

Salesman—Oregon CBS affiliate has immediate opening for experienced time salesman. Good guarantee against 15%. Outstanding community in one of the west's finest recreation areas. Applicants must be salesmen, not order takers or floaters. Box 516C, B•T.

KEPO El Paso, Texas, has excellent permanent position for good salesman. Class II clear channel really covers this fast-growing market. Salary, car allowance, plus commission. Protected accounts. Ideal living and working conditions.

Radio-tv salesman. Experienced live wire interested in selling radio and tv. Salary and commission benefits. Phone today, KPRK, Livingston, Montana.

Sales manager with ambition. Excellent market in one station town. Pay open and unlimited if you produce. Applications confidential. Howard M. Reedy, Manager, WROY, Carmi, Illinois.

Announcers

Top morning combo with five years experience and 1st ticket. $90.00. for 44 hour week for good **personality and pitch man. New York State independent. Send tape and background. Box 370C, B•T.**

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

Announcer-Chicago, full-time. Must know classical music and must be capable of good French, German and Italian pronunciations. Tempered commercial delivery. Box 513C, B•T.

Announcer needed, starting April first. Radio Station KDWT, Stamford, Texas.

Ambitious salesman-announcer interested in radio and start of tv from ground up in small station. Salary, commission benefits. Phone today, KPRK, Livingston, Montana.

Experienced announcer, strong on news and commercials, for general staff work on long-established network affiliate. Excellent opportunities starting with good salary. Send audition and background to WFDF, Flint, Michigan.

1 kilowatt independent with topflight staff has immediate opening for good announcer. Modern plant, good working conditions, congenial co-workers, stable financial picture. Will consider solid young announcer ready to move up. Send complete information and audition, WMIX, Mt. Vernon, Ill.

Technical

Chief engineer for installation, maintenance 1kw, announcers and continuity. State salary, experience, reference. WAFC, Box 396, Staunton, Virginia.

WSEE new tv station in Erie, Pennsylvania, needs several first class engineers immediately, installation and operation. Send complete details first letter. Ed Zellefrow, Chief Engineer.

Combination man wanted. First class license and technical experience required, announcing secondary. Contact Ed Damron, WSSC, Sumter, S. C.

Help Wanted—(Cont'd)

Engineers (4) for new am-vhf-tv station. Excellent opportunity. Send reference and resume. References will be carefully checked. Write Box 139, Albany, Georgia.

Production-Programming, Others

If you are making less than $15,000. annually, contact this tv newspaper affiliate for year-round special promotion selling. Give experience, references. Box 518C, B•T.

Copy girl-receptionist. Regional 1kw independent in fast growing Texas market. Pleasant surroundings. Airmail full details including picture to Box 545C, B•T.

Television

Help Wanted

Managerial

Management team—Two men highly specialized for television station. Thoroughly experienced in station construction and operations. Excellent network and agency contacts. Guarantee top programming and national spot sales. Can also staff station on short notice with trained tv personnel. Box 552C, B•T.

Salesmen

Midwestern tv station in excellent middle market has opening for two aggressive salesmen. Prefer central states men with radio station sales background. Guarantee, commission. Please wire or write Box 525C, B•T.

Announcers

Tv announcer. Only channel in sizeable midwest market. Extensive local operation. Experience unnecessary if radio background good. Send tape, photo, resume, Program Director, KVTV, Sioux City, Iowa.

Production-Programming, Others

Director—station experience desired—two camera operation, working knowledge of lighting and TS-11 essential. Box 499C, B•T.

Experienced tv director. Must be expert on switcher. Air work ability secondary. Also have excellent opening for announcer-director who does good on-camera job. Tom Hennesy, WJBF-TV, Augusta, Ga.

Situations Wanted

Managerial

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, nationally respected. Box 316C, B•T.

General manager for tv or radio available with experience in construction and management uhf-tv station in major southern market construction and management of am stations with emphasis on economical operation. Interested in managing am station with tv future and opportunity of stock interest. In any event if you are interested in any other proposition, contact Box 494C, B•T.

Progressive radio and television background. Now assistant tv manager. Ready to move up. Box 524C, B•T.

Salesmen

Progressive salesman-announcer, well experienced, good record, needs $8000. year working opportunity. Box 536C, B•T.

Announcer

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Situations Wanted—(Cont'd)

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B•T.

Personality announcer; program director; news, **sports specialist fourteen years. Available. Box 392C, B•T.**

Authoritative news presentation. **Understanding with views, chats, commercials. 25kw experience. Mid-western graduate. Gates board. Box 441C, B•T.**

Sports announcer-all sports and sales. 28, college, five years experience. Box 448C, B•T.

Available April 10th. Fifteen years top radio experience. Two years agency. Two years on Mutual, writer for CBS. Programming, announcing, writing, selling, promotion. Play-by-play on regional. Public relations officer. Presently employed. Married, two children. Sober, reliable, top references. Loaded with commercial ideas that sell. No big time interest. Friendly community, progressive organization. Prefer hunting and fishing area but will consider any locale and any job with opportunity. All inquiries answered. Salary secondary. Box 498C, B•T.

Staff announcer, experienced with independent. News, sports, music, personality. Tape. Box 502C, B•T.

Announcer, 4 years experience. 1st phone. Available 2 weeks notice. Box 504C, B•T.

Announcer, actor, DJ. Experienced highbrow to holdown kiddies to classics. Family man, 27, tall, dark and immediately available. Box 506C, B•T.

Six years solid experience all phases news, sports, special events, DJ. Some tv. Reliable, hard worker looking for that right spot. Box 508C, B•T.

Experienced sportscaster, baseball play-by-play. New York, Pennsylvania, midwest, southeast. Box 514C, B•T.

Experienced newsman-DJ with air selling ability desires to further career. Excellent knowledge news, pop music. East only. Request tape, letter Box 515C, B•T.

Experienced staff announcer, 4 years, strong on news, commercials, sports, play-by-play, college grad., vet., single, control board, top references. Prefers east. Box 521C, B•T.

Announcer-engineer, 6 years' experience all phases broadcasting including sports play-by-play. Excellent references. Box 533C, B•T.

Top notch radio and tv sports announcer wants baseball job in metropolitan market with tv affiliation. Now employed. Box 537C, B•T.

Announcer-control board operations, reliable. Limited experience. Desires station staff connection. News, DJ, strong on commercials, single, draft exempt. Available immediately. Resume, tape, references. Box 539C, B•T.

Young negro personality, announcer, newscaster. DJ, good ad-libber, experience light. Travel, good opportunity. Board operator. Excellent references, tape, resume. Box 540C, B•T.

Announcer news, commercials, DJ, sports, board. Limited experience, tape, resume, travel, veteran. Box 542C, B•T.

Announcer, newscaster, DJ, smooth commercials, control board, limited experience. Veteran, tape, resume. Available immediately. Box 543C, B•T.

Trained in all phases of radio and television announcing. Strong on commercials. Disc or tape available. Third class ticket. Box 544C, B•T.

Announcer, staff or personality. Over five years' experience. Would like low salary plus percentage arrangement. Box 550C, B•T.

Announcer: Good potential, light experience commercial radio. Extensive college radio, some tv. Reliable, mature, veteran. Locate anywhere, prefer west. Interests news, farm. Bill Arneson, 4408 West 34th Ave., Denver, Colo.

All-around. Five months' experience. Radio school graduate, sober, draft exempt. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey. HO 4-9976.

Situations Wanted—(Cont'd)

Female personality, warm friendly voice, slight British accent. Write continuity and commercials, control board, office experience, specialize in female personality DJ shows. Ronnie Jennings, c/o Foster, 168-20 Northern Blvd., Flushing, N. Y.

Highest Hooper morning show in this area for nine years "Groans by Jones" desires new locale. If you need outstanding show, contact Bob Jones, 502 North Greene Street, Greensboro, N. C. Telephone 3-1152. Best references. Southeast preferred.

Recent graduate of Cambridge School of Announcing. Good baritone voice for newscasting. Experience limited. Have done both sports and disc jockey work. Have thorough knowledge of control board operations. Veteran, college graduate, 26, free and eager to travel. Seek permanent connections. Bill Mosca, 403 E. 3rd Street, Brooklyn, New York. Ulster 3-0112.

College graduate, recent post-grad study at Northwestern in broadcasting tv, etc., Eight years show business and three months DJ experience. More information upon request. H. Pieron, 8452 Kingston Ave., Chicago, Illinois.

Young, reliable, experienced indie station. Excellent references. Tape, will travel. Gil Stenson, 530 E. 156th Street, Bronx 55, N. Y.

Announcer. News, commercials, DJ, sports, board, mature voice, veteran, married, third ticket, sales interest. Will travel. Tape. Fred Ross, 289 Empire Boulevard, Brooklyn, New York. President 3-0549.

Announcer, first license. Experienced. 115 East Park, Taylorville, Illinois.

Technical

Experienced engineer with degree and considerable electronics experience is interested in job with promising future. Knowledge of Spanish and will travel. Box 465C, B•T.

Second phone. No broadcasting experience. Vet, single. Desires studio and remote work. No announcing. Have no car. Studying for first class ticket. Interested in station with tv plans. Location anywhere. Box 497C, B•T.

Reliable transmitter technician. Am-fm and vhf-tv background. Maintain and operate. Box 501C, B•T.

Engineer, first phone. Experienced in transmitter, maintenance, remotes, recording and board work. Box 505C, B•T.

Engineer 1st phone. Married, reliable, experienced all phases of am and fm broadcasting. Give all details first letter. References available, require notice. Box 510C, B•T.

Chief engineer or supervisor available immediately. 12 years experience am-fm-tv, from 250 watt to 50 kw. Recently completed uhf station Box 522C, B•T.

First phone, technician. Experience radio-tv servicing, married, veteran, car. Prefer upper midwest. Elwood Ewy, Avoca, Minnesota.

1st phone. 2 years experience, disc and tape recording. Some control experience. Prefers New York. Clarence Williams, 100 W. 139th Street, #44B, New York 30, N. Y.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Eight years radio-tv experience. Five years producing and directing with major New York network. Box 509C, B•T.

Woman, three years continuity, traffic, air. What can I do for you? Box 527C, B•T.

Television-radio producer writer offering 7 years well rounded station-New York ad agency experience, looking for good supervisory position. Will consider relocating. Box 538C, B•T.

Mature man, well educated and informed, wants writing, editing or advisory script work in New York City. Have good sense of humor. Remuneration nominal until worth proven. Available evenings. Box 541C, B•T.

Although presently employed as a columnist for one of the larger metropolitan newspapers, my background is news-gathering and newscasting, a field to which I wish to return. I have experience in both radio and tv. Widely traveled throughout the world, I have a sound background of national and international affairs. Excellent delivery. Best references. Box 548C, B•T.

Television

Situations Wanted

Managerial

Relocation advisable for economy-minded, nationally respected manager because of tv merger. Twenty years successful broadcasting background. Not above accepting lesser capacity with good organization. Box 317C, B•T.

Broad background and experience. Can organize your operation. Let's talk it over. Box 526C, B•T.

Salesmen

Experienced in tv and radio, capable administrator, neat, sober, aggressive. Box 528C, B•T.

Announcers

Nine years television-radio experience. Versatile, personable, dependable. Outstanding news. Box 534C, B•T.

Former radio p.d. wants crack at tv announcing-production. Produced 1953 NAEB series. Background in theatre and film. Single, 30, B.S. degree, salary secondary. Louis Ford, Apt. 49, 454 Fort Washington Ave., New York 33, N. Y.

Technical

Chief engineer, experienced all phases of television, both studio and transmitter, including operation, maintenance and construction. Box 396C, B•T.

Experience tv studio engineer presently employed. Seeking better opportunity. Excellent references. Box 503C, B•T.

Several tv engineers will be needed soon for permanent Houston operation of KGUL-TV, Galveston, Texas. Write Chief Engineer.

Engineer for tv control room. **WKZO-TV, Kalamazoo, Michigan.**

If you are ready for tv with good radio experience, WTOC-TV is ready for you. Increased operation creates new opportunities in television. Write to Kyle E. Goodman, Chief Engineer, WTOC-TV, Savannah, Georgia.

Production-Programming, Others

Commercial copy-chief. Years of radio, all phases. Seeking tv. Family man. Have car. Will travel. Present employer knows of this ad. Located S.W. Available 2 weeks. Steady only. Box 517C, B•T.

Available March 1; age 31; ten years motion picture and television experience. Interested in live programming and remotes. References. Box 520C, B•T.

News director. Experience three tv outlets. Economical. Saleable news presentation. Box 535C, B•T.

Graduate of Television Broadcasting School, arts and production phases. For complete data write, Richard J. Dunlap, 522 N. Prospect, Colorado Springs, Colorado.

For Sale

Stations

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Planning tv? Save your boss some money. 560 feet of Andrew #453 transmission line, 6⅛" 51.5 ohms. New -in storage- never used. Can be bought at a big discount. Box 373C, B•T.

Five kilowatt am transmitter complete with some spare tubes, $2,900. Box 530C, B•T.

Will sell in lot or by unit. All in good condition: One 3kw BTF3B RCA fm transmitter; One General Electric fm frequency and modulation monitor; One 255-ft. non-insulated self-supporting Blaw Knox tower; One 4-section low band fm pylon antenna; One 50-foot guid stainless tower, designed to support 6-bay superturnstile tv antenna; One 250-watt Western Electric am transmitter. Box 549C, B•T.

For Sale—(Cont'd)

1 Gates, S251 transmitter; RCA limiter; 2 REK-O-KUT turntables with pre-amplifiers and filters; complete home-built console and matching tower equipment to put a 250 watt station on the air in a hurry economically. Any reasonable offer accepted, available now. Also 2 speech racks, 2 Bliley Crystals 1490kc and one James Knight Crystal 850kc. Box 551C, B•T.

Two Presto 10-A turntable chassis in perfect condition, with added adaptation for 45 r.p.m. A real buy for $180.00. for both, crated for shipment, FOB Houston, Texas. First come, first served. Technical Director KXYZ, Gulf Building, Houston, Texas.

RCA radio microphone type **BTP-1A with operating and maintenance instructions. Factory new.** Best offer. WDBC, Escanaba, Michigan.

WFMY-TV, Greensboro, has 3 antenna mounting trestles for RCA TF6AL. Made to exact RCA specifications. $150. fob Greensboro, N. C. Contact William E. Neill, WFMY-TV.

Fm transmitter (R.E.L.) with monitor, crystals, etc., complete and in good condition, $1850. Also 4 bay Andrew fm antenna (adjustable) $1150. with 235 ft. of co-axial line. Complete fm station ready to go immediately. WIVY Jacksonville, Florida.

This is a give-away. If you will pay the cost of taking down this 175-foot self-supporting Truscon tower, you can have the tower and lighting. We are now using a new tower and have no use for this one which is mounted on a hotel building in downtown Richmond, Indiana. Contact Louis Duning, Chief Engineer, Radio Station WKBV, Richmond, Indiana.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Ampex 403C $650 ec; Cub-Corder demonstrator $190; Presto 85A; 90B with 161A equalizer $395; 6N; WE 639; RCA 76B2 console; KB2C. United Radio, 22 N.W. 9, Portland, Oregon.

Interested in films? For public reaction through screening committees National Board of Review of Motion Pictures, plus authoritative articles, only $3 a year, read "Films in Review," P. O. Box 109, Gracie Station, New York 28, N. Y.

Composite 250 watt transmitter. **Ideal for conelrad use. Make offer. Box 736, Santa Maria, California.**

Wanted to Buy

Stations

Eastern am station, medium or small market in red or black ink. Response will be held in confidence. Send particulars first letter. Box 495C, B•T.

Can pay all cash for radio station. East preferred but will consider any location. Immediate. Box 511C, B•T.

Small, local or regional network outlet in the west, preferably Idaho, Nevada, Arizona, Oregon, Washington. Might be interested in non-metropolitan California locations. Give enough information first letter to justify phone or personal followup. Box 512C, B•T.

Equipment, etc.

300 ft. guyed tower for am and to support a three bay RCA fm turnstile. Quote price, make and weight of tower. Box 507C, B•T.

Want RCA WX-2C field strength meter, tower coupling unit, 2 tower phasor and phase monitor, phase monitor pickup loops. Box 532C, B•T.

Modulation and frequency deviation monitors, **must be FCC approved and adaptable for 1270 kilocycle operation.** Send complete information **to Robert J. Sinnett, Radio Station WHBF, Rock Island, Illinois.**

Used recording equipment. Will offer highest trades on new equipment. **Commercial Electronic** Service, 2609 Olive Street, St. Louis 3, Mo.

Miscellaneous

Will purchase clever tv program ideas, also gimmicks for getting popular recorded music on tv. Give details, price. All replies confidential. Box 519C, B•T.

(Continued on next page)

Miscellaneous—(Cont'd)

A complete application for a television hearing in leathered bound volumes representing the latest and best thinking of the recognized top legal talent and consultants' work in the country. Thousands of dollars can be saved by utilizing this information if you are planning to file a tv application or may be involved in a tv hearing. Box 500C, B•T.

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Newest space-saving workbench, 48" x 24" x 33", completely equipped, shipped FOB knocked down, minutes assembled, only $9.95; Riolemtel, Palatka, Florida.

Help Wanted

Salesman

Wanted
COMMERCIAL MANAGER
Radio or Television

If you are a top producer in a medium or small size market seeking advancement and would like living in delightful New England please answer. We are looking for an aggressive, intelligent, hard working man with emphasis on proven personal sales ability. This is the only AM-TV combination in a big market. Salary commensurate with ability. Please send basic facts, photo and salary requirements. No floaters. All replies will be answered and treated strictly confidential.

Box 523C, B•T.

BROADCAST-COMMUNICATIONS SALES ENGINEERS

Major manufacturer of broadcast, communications and electronic equipment has excellent opportunities for two broadcast field sales engineers to work from New York and Dallas offices. Qualifications must include experience in selling broadcast or communications equipment. Send complete personal resume including experience and salary requirements to the nearest regional office below.

COLLINS RADIO CO.

W. A. Schrader
11 W. 42nd St.
New York 36, N. Y.

T. W. Sharpe
1930 Hi-Line Dr.
Dallas 2, Texas

Announcers

BASEBALL PLAY-BY-PLAY MAN NEEDED IMMEDIATELY

Baseball play-by-play announcer for all games of Columbia Reds in Sally League. Must be thoroughly experienced in live and re-created broadcasts. Our present sportscaster has been assigned to Mutual Game-of-the Day crew. Minimum guarantee $100.00 per week. Rush tape, photo and letter telling all to WNOK, Columbia, South Carolina.

Television

Help Wanted

Technical

TECHNICIANS
CBS
Television Network

Needs Technicians for Video Control and Maintenance Work.

Emphasis placed on engineering education, electronic schooling, first-class license, broadcast experience (AM, FM or TV), amateur activity, etc.

Mail detailed resume to

CBS-TV,

Technical Operations Manager,
524 West 57th Street,
New York, N. Y.

Situations Wanted

MANAGERIAL

Successful station manager presently employed with highly successful 1000 watt Midwest independent in market of 625,000 wishes to join AM operation where I can invest small amount of capital or AM-TV station in administrative or program capacity fitting ability. Have supervised and worked all phases. Family man in mid thirties, college graduate, veteran. Now earning $9,000 annually.
Box 496C, B•T.

Production-Programming, Others

EXPERIENCED NEWSMAN AVAILABLE

I AM THIRTY-SIX YEARS OLD—WIDELY TRAVELLED — RADIO - TV EXPERIENCE IN U.S.A., BRITAIN AND INDIA. FORMER NEWS COMMENTATOR AND NEWSCASTER—CURRENTLY COLUMNIST FOR METROPOLITAN NEWSPAPER — WORLD-WIDE CONTACTS. SOUND KNOWLEDGE OF NATIONAL AND INTERNATIONAL AFFAIRS — EXCELLENT DELIVERY. ANXIOUS TO RESUME BROADCASTING CAREER. WRITE BOX 547C, B•T.

Television

Managerial

EIGHT YEARS VHF EXECUTIVE EXPERIENCE

Thorough practical knowledge of all phases of TV operation; management, sales, programming, promotion, film, traffic, etc., in major markets. Present position in one of nation's top promotional jobs, AM and TV. Limited. Believe management to be next step. Have gone through opening of two well known VHF stations. Know all short cuts leading to black ink. Excellent agency contacts. Especially familiar with sales and programming problems. Available for personal interview.

Box 546C, B•T.

For Sale

Stations

How to "Steal" a Station

Network affiliate, grosses $100,000. Other interests compel sale. If you can swing $20,000 cash and can decide quickly, send references and evidence of financial ability airmail.

Box 529C, B•T.

BARGAIN

Truscon 411 foot, type D-30 self-supporting tower erected near Silver Spring, Maryland, but never used. Triangular base, with thirty-seven feet, seven inches, fabricated for GE 4-bay FM antenna. Tower may be purchased separately or as unit with antenna. Will dismantle or make any arrangements to suit purchaser. Can be had at a real sacrifice. For information write

BOX 531C, B•T.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N. Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

FOR THE RECORD

(Continued from page 96)

mony in proceeding re ch. 3 continued for 30 days. (Action taken 2/18).

By Hearing Examiner Herbert Sharfman

Latrobe Bcstrs., Latrobe, Pa.—Continued hearing from Feb. 23 to March 22 in re application.

By Hearing Examiner Harold L. Schilz

Adopted an order for pre-hearing conference and to regulate conduct of hearing in re applications of Abraham Klein, Contact and Hav-A-Call, Inc., for one-way signaling stations in Philadelphia; parties and their counsel are directed to appear at a conference on February 24, 1954.

February 19 Applications

Accepted For Filing

License for CP

WPXY Punxsutawney, Pa., Cary H. Simpson, Roy E. Morgan, Mitchell Jenkins, Edna W. Morgan and Emily Morgan Clawater, Executrices of the Estate of Dr. Isaiah C. Morgan, deceased, Jason S. Gray, Harold T. Gray, William B. Ross, Lloyd F. Mohney, George W. Williams and Edward P. Finger d/b as Jefferson Bcstg. Co.—License to cover construction permit (BP-8387) as modified which authorized a new standard broadcast station. Amended to change name of applicant to Jefferson Bcstg. Co. (BL-5005). Amended.

Modification of CP

WNEL San Juan, P. R., Station WMEL Corp.—Modification of construction permit (BP-8617) as modified, which authorized change frequency, increase power, install new transmitter, change transmitter location and make changes in the antenna system for extension of completion date (BMP-6441).

KIMA Yakima, Wash., Cascade Bcstg. Co.—License to cover construction permit (BP-8704) as modified which authorized increase in power, installation of new transmitter and directional antenna for night use and make changes in the antenna system (BL-5222).

KEYT Santa Barbara, Calif., Santa Barbara Bcstg. and Tv Corp.—Mod. of CP (BPCT-1122) as mod., which authorized new tv station to extend completion date from 3-27-54 (BMPCT-1870).

WLWA Atlanta, Ga., Crosley Bcstg. of Atlanta Inc.—Mod. of CP (BPCT-927) as mod., which authorized changes in facilities of tv station for extension of completion date from 3-10-54 (BMPCT-1864).

WGN-TV Chicago, Ill., WGN Inc.—Mod. of CP (BMPCT-723) as mod., which authorized changes in facilities of existing tv station for extension of completion date to October, 1954 (BMPCT-1869).

KGTV Des Moines, Iowa, Rib Mountain Radio Inc.—Mod. of CP (BPCT-1552) as mod., which authorized new tv station to extend completion date from 3-25-54 (BMPCT-1871).

WHYN-TV Springfield, Mass., The Hampden-Hampshire Corp.—Mod. of CP (BPCT-463) as mod., which authorized new tv station for extension of completion date to 5-28-54 (BMPCT-1867).

WSLI-TV Nr. Jackson, Miss., Standard Life Bcsg. Co.—Mod. of CP (BPCT-1035) which authorized new tv station for extension of completion date to 4-30-54 (BMPCT-1872).

WATV Newark, N. J., Bremer Bcstg. Corp.—Mod. of CP (BPCT-57) as mod., which authorized new tv station for extension of completion date to 6-15-54 (BMPCT-1868).

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-79) as mod., which authorized new tv station to extend completion date from 3-7-54 (BMPCT-1863).

WFMJ-TV Youngstown, Ohio, The Vindicator Printing Co.—Mod. of CP (BPCT-259) as mod., which authorized new tv station for extension of completion date to 9-11-54 (BMPCT-1865).

WBAY-TV Green Bay, Wis., Norbertine Fathers—Mod. of CP (BPCT-1145) as mod., which authorized new tv station for extension of completion date to 6-15-54 (BMPCT-1866).

Remote Control

KIBE Palo Alto, Calif., Sundial Bcstg. Corp. (BRC-306); WTPR Paris, Tenn., Paris Bcstg. Co. (BRC-307); KULA Honolulu, Hawaii, Pacific Frontier Bcstg. Co. (BRC-302); WCMA Corinth, Miss., The Corinth Bcstg. Co. (BRC-308); KRGA Springfield, Ore., W. Gordon Allen (BR-303); WCRO Johnstown, Pa., Century Bcstg. Corp. (BRC-305); KCMC Texarkana, Tex., KCMC Inc. (BRC-309); KTNT Tacoma, Wash., Tribune Pub. Co. (BRC-304).

Applications Returned

KGMS Sacramento, Calif., Irving James Schwartz, William Stephen George and John Matranga d/b as Capitol Radio Enterprises—Construction permit to change hours of operation from daytime to unlimited, using power of 1 kw day and 500 w night, change from directional antenna day to directional antenna day and night, and change transmitter and studio locations.

H. E. Williams, Herbert J. Krepf, Hubert E. Clemmer, G. W. Threadgill, Guy Harwood, Ben I. King, Bryant Cunningham d/b as West Tennessee Bcstg. Co., Milan, Tenn.—Construction permit for new standard broadcast station on 1350 kc, 1 kw and daytime hours of operation.

Wallace Simpson, Post, Tex. — Construction permit for a new standard broadcast station on 1220 kc, 350 w and daytime hours of operation.

February 24 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Chief Broadcast Bureau—Granted petition for extension of time to and including Feb. 25 in which to file comments in re petition for review of Examiner's order governing hearing filed by WREC Memphis, Tenn., applicant for ch. 3.

By Hearing Examiner Annie Neal Huntting

Central Plains Enterprises Inc., The Oil Capital Tv Corp., Tulsa, Okla.—Directed Oil Capital to file information necessary to complete description of its non-network programs on or before Feb. 24, as required by memorandum opinion and order of Feb. 11; further ordered hearing conference scheduled for Feb. 24 continued to March 4, in re applications for ch. 2.

Texas State Network Inc., Fort Worth, Tex.—Granted petition for leave to amend its application for tv ch. 11 to supply information re a new director, etc.

Fort Worth Tv Co., Fort Worth, Tex.—Granted motion for continuance of hearing conference in re its application, et al. for ch. 11, from Feb. 26 to March 12. (Action taken 2/18).

By Hearing Examiner Basil P. Cooper

KTBS Inc., International Bcstg. Corp., Shreveport, La.—Granted motion of KTBS for extension of time from Feb. 26 to March 12 in which to file proposed findings re application for ch. 3.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Stark Tv Corp., Tri-Cities Telecasting Inc., Canton, Ohio—Granted joint petition of applicants for extension of time from Feb. 23 to Feb. 26 in which to file proposed findings in re their applications for ch. 29 (Docket 10272 et al).

By Hearing Examiner H. Gifford Irion

Issued a statement and order which will govern the course of hearing in re applications of Richmond Newspapers Inc. and Richmond Tv Corp., for ch. 12 in Richmond, Va.; taking of testimony to begin on Monday, March 1.

By Hearing Examiner Isadore A. Honig

On request of counsel for Appalachian Bcstg. Corp. and Tri-Cities Tv Corp., applicants for ch. 5 in Bristol, Tenn.-Va., continued the hearing conference in this proceeding from Feb. 26 to March 1.

By Hearing Examiner Millard F. French

Issued first order to control conduct of hearing in re applications of Tulsa Bcstg. Co., Oklahoma Press Pub. Co., and Ashley L. Robison, applicants for ch. 8 in Muskogee, Okla.; said order to govern course of hearing unless modified in accordance with the rules.

BROADCAST ACTIONS

Actions of February 19

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WPAG-TV Ann Arbor, Mich., to 8-11-54; WSJS-TV Winston-Salem, N. C., to 9-8-54; KIEM-TV Eureka, Calif., to 9-10-54.

Actions of February 18

Granted License

KLCO Poteau, Okla., Le Flore Bcstg. Co.—Granted license for am broadcast station; 1280 kc, 1 kw, D (BL-5173).

KVOA Tucson, Ariz., Arizona Bcstg. Co.—Granted license covering mounting of tv antenna on top of the present am tower (increase in height); condition (BL-5216).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WCRO Johnstown, Pa., KULA Honolulu, T. H.; KTNT Tacoma, Wash.; WTPR Paris, Tenn.; KIBE San Francisco, Calif.

Modification of CP

WFAR Farrell, Pa., Sanford A. Schafitz—Granted Mod. of CP to change type transmitter and specify studio location (BMP-6431).

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WHP-FM Harrisburg, Pa., to 5-12-54; WBAY-TV Green Bay, Wis., to 9-15-54; WKNB-TV New Britain, Conn., to 9-7-54; WHYN-TV Springfield, Mass., to 8-28-54; WATV (TV) Newark, N. J., to 9-15-54.

Actions of February 17

Granted License

WNDB Daytona Beach, Fla., News-Journal Corp.—Granted license covering change in hours of operation from D to U, installation of DA for night use only, and make changes in ground system; conditions (BL-4675).

KEYY Provo, Utah, Mid-Utah Bcstg. Co.—Granted license covering the installation of a new transmitter (BL-5116).

Modification of CP

KEDM Edmonds, Wash., Kings Inc.—Granted Mod. of CP for approval of antenna, transmitter and studio location (BMP-6373).

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WFMJ-TV Youngstown, Ohio, to 9-11-54; WABC-TV N. Y. to 9-7-54; WBRY Waterbury, Conn., to 7-1-54.

Actions of February 16

Granted License

WDUN Gainesville, Ga., Northeast Georgia Bcstg. Co.—Granted license covering change in frequency; 1240 kc, 250 w, unlimited (BL-5132).

Modification of CP

KID-TV Idaho Falls, Idaho, Idaho Radio Corp.—Granted Mod. of CP for extension of completion date to 8-25-54.

Actions of February 15

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KLIK Jefferson City, Mo.; WNEX Macon, Ga., KVET Austin, Tex., WAPA San Juan, P. R.; KCMC Texarkana, Tex.; WMBH-FM Joplin, Mo.

Granted CP

KSLV Monte Vista, Colo., San Luis Valley Bcstg. Co.—Granted CP to install a new transmitter as an alternate main transmitter, at present location of the main transmitter, to be operated on 1490 kc, 250 w (BP-9145).

WBAY-TV Green Bay, Wis., Norbertine Fathers—Granted CP to install auxiliary transmitter and antenna system at main transmitter site (BPCT-1823).

Modification of CP

WKAQ-TV San Juan, P. R., El Mundo Bcstg. Corp.—Granted Mod. of CP to change type transmitters and antenna (BMPCT-1799); completion date 8-15-54.

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WMCT (TV) Memphis, Tenn., to 8-9-54; WJAR-TV Providence, R. I., to 9-9-54; WTOC-TV Savannah, Ga., to 8-26-54.

Action of February 10

Remote Control

KBTM Jonesboro, Ark., Regional Bcstg. Co.—Granted authority to operate transmitter by remote control.

Vhf Television and Kilowatt Fulltime Am Radio Station

$350,000.00

Extremely rich agricultural area—Radio coverage 140,000 population. Full power vhf coverage estimates 400,000 population. Both tv and am network affiliated, single station market.

Approximately one-third this price presently being committed for increase of vhf power. Combined properties presently on breakeven basis. Reason for selling—none of stockholders actively engaged in or have working knowledge of either am or tv.

Approximately $150,000.00 down and assumption present and future commitments will handle. Contact our nearest office.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

YOU MIGHT RUN 100 YARDS IN 9.3 SECONDS—*

BUT . . . YOU NEED WKZO-TV TO SPEED UP SALES IN WESTERN MICHIGAN!

WKZO-TV AREA PULSE
(27 COUNTIES)
SHARE OF AUDIENCE—MON.-FRI.—APRIL, 1953

	8 a.m.- 12 noon	12 noon- 6 p.m.	6 p.m.- 12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

WKZO-TV, Channel 3, serves more than 315,000 TV homes in 27 Western Michigan and Northern Indiana counties (see Pulse figures at left).

October 1953 Hooperatings for the 4-county area around Kalamazoo-Grand Rapids credit WKZO-TV with 55.6% more evening viewers, 100% more morning viewers and 400% more afternoon viewers, than the next Western Michigan television station! Enough said?

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

AM—TV—FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

** This world's record was set by Melvin Patton on May 15, 1948, in Fresno, California.*

TELESTATUS

March 1, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Raymer; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown
Decatur†—
WMSL-TV (23) 12/26/52-5/1/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
► WKAB-TV (48) CBS, DuM; Forjoe; 41,600
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery†—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 23,100
Montgomery Bcstg. Co. (12) Headley-Reed; Initial Decision 10/7/53-9/15/54
Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 85,496
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 85,496
► KOY-TV (10) ABC; Blair; 85,496
► KPHO-TV (5) ABC, CBS, DuM; Katz; 85,496
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 21,200
► KVOA-TV (4) NBC; Raymer; 21,200
Yuma†—
► KIVA (11) DuM; Forjoe; 17,467

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown
Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► KRTV (17) CBS, DuM; 51,000
Pine Bluff†—
► KATV (7) ABC; Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 49,600
► KFRO-TV (10) CBS, NBC; Avery-Knodel; 109,692
Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*
Chico—
► KHSL-TV (12) CBS, NBC; Grant; 30,580
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair
Fresno—
► KBID-TV (53) Meeker
► KJEO-TV (47) ABC; Branham; 89,052
► KMJ-TV (24) CBS, NBC; Raymer; 85,841
Los Angeles—
KBIC-TV (22), 12/10/52-Spring '54
► KABC-TV (7) ABC; Petry; 1,776,018
► KCOP (13) Katz; 1,776,018
► KHJ-TV (9) H-R; 1,776,018
► KNBH (4) NBC; NBC Spot Sls.; 1,776,018
► KNXT (2) CBS, CBS Spot Sls.; 1,776,018
► KTLA (5) Raymer; 1,776,018
► KTTV (11) DuM; Blair; 1,776,018
► KTHE (*28)
Merced†—
KMER (34), 9/16/53-Unknown
Modesto†—
KTRB Bcstg. Co. (14) 2/17/54-Unknown

Newest Starters:

Listed below are the newest stations that have started commercial operation:

WMGT (TV) Adams, Mass. (ch. 74), Feb. 23.

WBTM-TV Danville, Va. (ch. 24), Feb. 21.

Monterey†—
► KMBY-TV (8) CBS; Hollingbery; 190,212
Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) 46,000
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) CBS, NBC; Hollingbery; 380,990
San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 829,400
► KPIX (5) CBS, DuM; Katz; 829,400
► KRON-TV (4) NBC; Free & Peters; 829,400
KSAN-TV (32) McGillvra; 4/29/53-3/1/54
San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 64,579
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827
Stockton†—
► KTVU (36) Hollingbery
Radio Diablo Inc. (13) 2/11/54-6/1/54
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000
Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 39,217
► KRDO-TV (13) NBC; McGillvra; 35,600
Denver—
► KBTV (9) ABC, CBS; Free & Peters; 197,516
► KFEL-TV (2) NBC; Blair; 197,516
► KLZ-TV (7) CBS; Katz; 197,516
► KOA-TV (4) NBC; Petry; 197,516
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,000
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 54,019
WSJL (49), 8/14/52-Unknown
Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown
New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 146,280
New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 659,040
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

COMMUNITY SERVICE WINS
Viewer Loyalty!
WTVJ's AWARD WINNING LOCAL NEWS PROGRAMS HAVE AN AVERAGE DAILY RATING OF 41.3
(American Research Bureau)
ASK YOUR Free & Peters Colonel about a SELLING WTVJ program for your product.
WTVJ
CHANNEL 4
MIAMI

KHQA-TV 7

Covers the prosperous
Keokuk, Iowa
Hannibal, Missouri
Quincy, Illinois
Area

There are
129,405
Families Unduplicated
by service from
any station outside
KHQA-TV's
Class B Contour

NOW 96,606

TELEVISION HOMES
In KHQA-TV's
100 mv/m CONTOUR

Exclusive CBS and
DuMont Television Outlet
For Keokuk-Hannibal-Quincy
Area

You need
KHQA-TV—Channel 7
to cover this market

Represented by
WEED TELEVISION
Chicago, New York, Detroit,
Atlanta, Boston, Hollywood,
San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Rambeau; 110,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► **WDEL-TV (12) NBC, DuM; Meeker; 184,762**
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► **WMAL-TV (7) ABC; Katz; 595,600**
► WNBW (4) NBC; NBC Spot Sls; 591,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
United Bcstg. Co. (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
WINK-TV (11) ABC; Weed; 3/11/53-3/15/54
Jacksonville—
► WJHP-TV (36) Perry
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400
WOBS-TV (30) Stars National; 8/12/53-5/1/54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-5/1/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown
Orlando†—
WDBO-TV (6) ABC, DuM; Blair; 10/14/53-4/25/54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54
West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) Weed; 22,100
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-5/1/54
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 71,000
► WRDW-TV (12) CBS; Headley-Reed
Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 22,500
► WRBL-TV (4) CBS; Hollingbery; 58,192
Macon—
► WETV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 60,000
Rome†—
► WROM-TV (9) Weed; 75,500
Savannah†—
► WTOC-TV (11) ABC, CBS; Katz
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-4/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 24,900
► KIDO-TV (7) NBC, DuM; Blair; 24,800
KTVI (9) ABC; Hollingbery; 1/15/53-October '54
Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-April '54
Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 202,000
Bloomington†—
► WBLN (15) McGillvra; 13,000
Champaign—
► WCIA (3) Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,594,574
► WBKB (7) ABC; Blair; 1,594,574
► WGN-TV (9) DuM; Hollingbery; 1,594,574
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,594,574
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11), 11/5/53-Unknown*
Danville—
► WDAN-TV (24) Everett-McKinney; 25,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22)
Joliet†—
WJOL-TV (48), 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 132,304
► WTVH-TV (19) ABC, DuM; Petry; 106,405
Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600
Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 173,002**
► **WTVO (39) CBS, NBC, DuM; Weed; 56,000**
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361
Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 510,422
Elkhart†—
WSJV (52) H-R; 6/3/53-3/15/54
Evansville†—
► WFIE (62) Venard; 41,750
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 63,931
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000
WJRE (26), 3/26/53-Unknown
WISH-TV (8) Bolling; 1/28/54-Summer '54
LaFayette†—
► WFAM-TV (59) Rambeau; 43,120
Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 56,725**
Princeton†—
► WRAY-TV (52) Walker; 32,500
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 97,470
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-Summer '54
Waterloo†—
WINT (15) 4/6/53-3/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 194,376
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361
Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-April '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fort Dodge†—
►KQTV (21) Pearson; 41,000
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54
Sioux City—
KCTV (36), 10/30/52-Unknown
►KVTV (9) CBS, NBC, DuM; Katz; 87,716
KTIV (4) 1/21/54-Unknown
Waterloo†—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Hutchinson—
►KTVH (12) CBS, DuM; H-R; 89,639
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
►KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) CBS; Capper Sls.; 46,953
Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
►KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
►WHET (50) CBS; Meeker; 35,000
Lexington†—
WLAP-TV (27) CBS; Pearson; 12/3/53-4/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 326,776
►WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
►WKLO-TV (21) ABC, DuM; Venard; 55,483
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000
WBRZ (2) 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-7/1/54
KLFY-TV (10) Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
►KTAG (25) ABC, CBS, DuM; Young
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 98,450
►KFAZ (43) Pearson; 16,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 239,693
►WJMR-TV (61) DuM; Bolling; 56,443
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 31,500

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000
Lewiston—
►WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 16,000
Poland†—
WMTW (8), 7/8/53-7/1/54
Portland—
►WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
►WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 31,000

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 535,180
►WBAL-TV (11) NBC; Petry; 535,180
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 535,180
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-4/15/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) Walker; 130,727
Boston—
WBOS-TV (50), 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,154,409
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,154,409
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; 104,285
Lawrence†—
WGIM (72), 6/10/53-Unknown
New Bedford†—
WTEV (28), Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 118,000
►WWLP (61) ABC, NBC; Hollingbery; 118,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
►WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 17,200
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
►WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,405,800
►WWJ-TV (4) NBC; Hollingbery; 1,144,890
►WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
►WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
►WTAC-TV (16) ABC; Raymer; 44,850
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 366,747
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839
Lansing—
►WILS-TV (54) DuM; Venard; 31,240
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 250,225
Muskegon†—
WTVM (35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown
Traverse City†—
WPBN-TV (7), 11/25/53-Unknown

MINNESOTA

Austin†—
►KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54
►WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
►WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
►WTCN-TV (11) ABC; Blair; 413,400
Rochester—
►KROC-TV (10) ABC, NBC, DuM; Meeker; 55,000
St. Paul (Minneapolis)—
►KTSP-TV (5) NBC; Petry; 425,700
►WMIN-TV (11) ABC; Blair; 413,400

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown
Jackson—
►WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
►WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/31/54
Meridian†—
►WCOC-TV (30)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

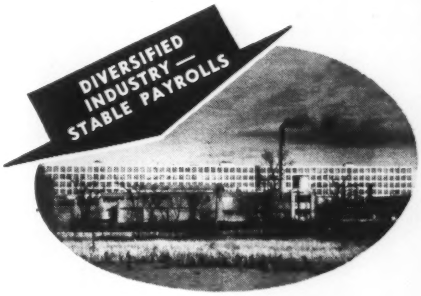
Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WORCESTER TV REPORT:

WORCESTER TV FACTS

NATIONAL CONSUMER'S TEST MARKET

32nd market of the nation. One of New England's largest distributing centers . . . 6,384 retail stores in Worcester County Covered by WWOR-TV . . . Channel 14!



566,300 pop. — Worcester County classed as one of nation's leading wage earner sections! . . . $5,396. yearly per family! . . . Tremendous industrial expansion! Covered by WWOR-TV . . . Channel 14!

SHOPPING CENTER CHANNEL 14 AREA

$623,722,000. retail sales for Worcester County 1953 . . . Cited by Federal Reserve Bank of Boston as New England's most stable market! . . . Covered by WWOR-TV . . . Channel 14!

SPECIAL TV FACT BULLETIN

Atten.: TV Time buyers!

Outside radio and newspaper circulation virtually non-existent in Worcester County! Boston TV stations now hold only a fraction of extensive Channel 14 audience!

WWOR ★ TV
CHANNEL 14

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► **KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343**
Festus†—
► **KACY (14) Raymer; 201,200**
Hannibal† (Quincy, Ill.)—
► **KHQA-TV (7) CBS, DuM; Weed; 96,606**
Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 373,426
► **KCTY (25) ABC, CBS, DuM; Avery-Knodel; 65,934**
► KMBC-TV (9) CBS; Free & Peters; 373,426
► **WDAF-TV (4) ABC, CBS, NBC, DuM;** Harrington, Righter & Parsons; 373,426
► WHB-TV (9) CBS; Blair; 373,426
Kirksville†—
KTVO (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205
St. Louis—
► **KACY (14) See Festus**
*KETC (*9) 5/7/53-Unknown*
► **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914**
► **KSTM-TV (36) ABC; H-R; 205,000**
WIL-TV (42), 2/12/53-Unknown
► **WTVI (54) See Belleville, Ill.**
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 7,500
KRHT (8), 1/15/53-Unknown
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,000
Great Falls†—
KFBB-TV (5) CBS; Headley-Reed 1/15/53-3/15/54
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13), CBS, DuM; Meeker; 17,811
Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) DuM; Avery-Knodel; 80,243
Omaha—
► **KMTV (3) ABC, CBS, DuM; Petry; 227,689**
► **WOW-TV (6) DuM, NBC; Blair; 227,689**

NEVADA

Las Vegas†—
► **KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401**
Reno†—
► **KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740**

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
WMUR-TV (9) ABC; Weed; 8/26/53-3/28/54
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
► **WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson;** 16,135
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► **WATV (13) Weed; 4,150,000**
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 40,000
► **KOAT-TV (7) ABC; Hollingbery; 36,000**
► **KOB-TV (4) ABC, CBS, NBC, DuM; Branham;** 40,548
Clovis†—
KNEH (12), 3/4/53-Unknown
Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 17,743

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► **WROW-TV (41) ABC; Bolling; 57,000**
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► **WNBF-TV (12), ABC, CBS, NBC, DuM; Bol**ling; 269,800
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54
Buffalo—
► **WBEN-TV (4) ABC, CBS, DuM; Harrington,** Righter & Parsons; 381,245(a)
► **WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000**
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54
Elmira—
► WECT (18) NBC; Everett-McKinney; 26,516
► **WTVE (24) ABC, CBS, NBC, DuM; Forjoe;** 27,485
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54
New York—
► **WABC-TV (7) ABC; Petry; 4,150,000**
► **WABD (5) DuM; Avery-Knodel; 4,150,000**
► **WATV (13) See Newark, N. J.**
► **WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000**
► **WNBT (4) NBC; NBC Spot Sls.; 4,150,000**
► **WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000**
► **WPIX (11) Free & Peters; 4,150,000**
*WGTV (*25), 8/14/52-Unknown*
Poughkeepsie†—
WEOK-TV (21) 11/26/52-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► **WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000**
► **WHEC-TV (10) ABC, CBS; Everett-McKinney;** 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► **WVET-TV (10) ABC, CBS; Bolling; 205,000**
Schenectady (Albany, Troy)—
► **WRGB (6) ABC, CBS, NBC, DuM; NBC Spot** Sls; 351,500
WTRI (35) CBS; Headley-Reed; 6/11/53-3/1/54
Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 299,000
*WHTV (*43), 9/18/52-Unknown*
► **WSYR-TV (3) NBC; Headley-Reed; 296,962**
Utica—
WFRB (19), 7/1/53-Unknown
► **WKTV (13) ABC, CBS, NBC, DuM; Cooke;** 134,000
Watertown†—
WWNY-TV (48) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► **WISE-TV (62) ABC, CBS, NBC, DuM; Bolling;** 19,100
WLOS-TV (13), 12/9/53—Unknown
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC; Bolling; 35,000
► **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145**
Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
WTIK-TV (11) 1/21/54-Unknown
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 214,158

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

13,485 ENTRIES!

When Connie Cook Has a Cookie Contest!

HERE'S WHAT HAPPENED!

Recently, **Connie Cook** held a Cookie Contest on her afternoon **"Connie's Kitchen"** program over **WOW-TV**. Mail piled up . . .kept piling . . . 13,485 entries came in from 112 counties in five Midwestern states in less than a month!

That's a real vote of confidence for Connie, who began her **"Connie's Kitchen"** show on **WOW-TV** less than 6 months before the contest began.

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WOW TV

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A MEREDITH STATION • Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines.

Greenville—
WNCT (9) CBS, DuM; Pearson

Raleigh—
▶ **WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820**

Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-Unknown
Wilmington Tv Corp. (3) 2/17/54-5/15/54

Winston-Salem—
▶ WSJS-TV (12) NBC; Headley-Reed; 173,340
▶ WTOB-TV (26) ABC, DuM; H-R; 45,600

NORTH DAKOTA

Bismarck†—
▶ KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
▶ **WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 31,000**

Minot†—
▶ **KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000**

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
▶ **WAKR-TV (49) ABC; Weed; 49,431**

Ashtabula†—
▶ **WICA-TV (15) Gill-Perna**

Cincinnati—
WCET (*48), 12/2/53-Unknown
▶ **WCPO-TV (9) ABC, DuM; Branham; 450,000**
▶ **WKRC-TV (12) CBS; Katz; 450,000**
▶ **WLWT (5) NBC; WLW Sls.; 450,000**
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
▶ **WEWS (5) CBS; Branham; 834,286**
▶ **WNBK (4) NBC; NBC Spot Sls.; 823,629**
▶ **WXEL (8) ABC, CBS, DuM; Katz; 823,629**
WHK-TV (19) 11/25/53-Unknown

Columbus—
▶ **WBNS-TV (10) CBS; Blair; 307,000**
▶ **WLWC (4) NBC; WLW Sls.; 307,000**
WOSU-TV (*34), 4/22/53-Unknown
▶ **WTVN (6) ABC, DuM; Katz; 336,737**

Dayton—
▶ **WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470**
▶ WIFE (22) Headley-Reed; 41,907
▶ **WLWD (2) NBC; WLW Sls.; 300,000**

Elyria†—
Elyria-Lorain Bcstg. Co. (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
▶ **WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079**

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
▶ **WSTV-TV (9) CBS; Avery-Knodel; 1,083,000**

Toledo—
▶ **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029**

Youngstown—
▶ **WFMJ-TV (73) NBC; Headley-Reed; 105,000**
▶ **WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699**
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
▶ **WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108**

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
▶ **KSWO-TV (7) Everett-McKinney; 34,772**

Miami†—
KMIV (58), 4/22/53-Unknown

Oklahoma City—
▶ **KMPT (19) DuM; Bolling; 98,267**
▶ **KTVQ (25) ABC, DuM; H-R; 100,082**
▶ **KWTV (9) CBS; Avery-Knodel; 251,742**
▶ **WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 251,742**
*KOED (*13), 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-3/6/54 (granted STA Jan. 18)
▶ **KOTV (6) ABC, CBS, NBC; Petry; 200,000**
Arthur R. Olson (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/1/54

Medford—
▶ **KBES-TV (5) ABC, CBS, NBC, DuM; Blair**

Portland—
▶ **KOIN-TV (6); CBS; Avery-Knodel; 138,876**
▶ **KPTV (27) NBC; NBC Spot Sls.; 149,156**
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KPIC (24) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Unknown
WQCY (39), 8/12/53-Unknown

Altoona—
▶ **WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798**

Bethlehem—
▶ **WLEV-TV (51) NBC; Meeker; 64,427**

Chambersburg†—
▶ **WCHA-TV (46) Forjoe; 13,500**

Easton—
▶ **WGLV (57) ABC, DuM; Headley-Reed; 65,098**

Erie—
▶ **WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500**
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
▶ WHP-TV (55) CBS; Bolling; 118,150
▶ WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
▶ **WARD-TV (56) Weed**
▶ **WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 741,267**

Lancaster—
▶ **WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 286,939**
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
▶ **WLBR-TV (15) Pearson; 138,300**

Lewiston†—
WMRF-TV (38) Burn-Smith; 4/2/53-Summer '54

New Castle†—
▶ **WKST-TV (45) DuM; Everett-McKinney; 85,802**

Philadelphia—
▶ **WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000**
▶ **WFIL-TV (6) ABC, DuM; Katz; 1,766,641**
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
▶ **WPTZ (3) NBC; Free & Peters; 1,724,329**

Pittsburgh—
▶ **WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780**
▶ **WENS (16) ABC, CBS; Petry; 154,239**
▶ **WKJF-TV (53) Weed; 174,300**
*WQED (*13) 5/14/53-March '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
▶ **WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973**
▶ **WHUM-TV (61) CBS; H-R; 127,350**

Scranton—
▶ **WARM-TV (16) Hollingbery; 135,000**
▶ **WGBI-TV (22) CBS; Blair; 130,000**
▶ **WTVU (73) Everett-McKinney; 150,424**

Sharon†—
Leonard J. Shafitz (39) 1/27/54-Unknown

Wilkes-Barre—
▶ **WBRE-TV (28) NBC; Headley-Reed; 130,000**
▶ **WILK-TV (34) ABC, DuM; Avery-Knodel; 152,000**

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
▶ **WNOW-TV (49) DuM; Hollingbery; 72,000**
▶ **WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100**

RHODE ISLAND

Providence—
▶ **WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189**
WNET (16) ABC, DuM; Raymer; 4/8/53-3/1/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown

Anderson†—
▶ **WAIM-TV (40) CBS; Burn-Smith; 43,000**

Camden†—
WACA-TV (15) 6/3/53—Unknown

Charleston—
▶ **WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 55,103**
Southern Bcstg. Co. (2) NBC; Initial Decision 2/23/54-September '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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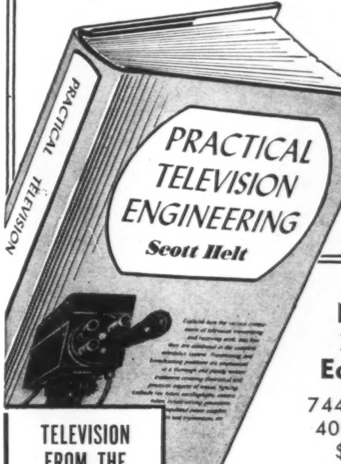

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Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,982
► WIS-TV (10) NBC; Free & Peters; 68,074
► WNOK-TV (67) CBS, DuM; Raymer; 35,000

Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, NBC, DuM; H-R; 40,863

Greenwood†—
WCRS-TV (21), 4/8/53-Unknown

Spartanburg†—
WORD-TV (7) CBS; 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
The Hills Bcstg. Co. (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 52,122

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF-TV (12) Branham; 1/28/54-6/15/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54

Johnson City†—
► WJHL-TV (11) Pearson; 47,527

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 59,154
► WTSK (26) CBS, DuM; Pearson; 42,380

Memphis—
► WHBQ-TV (13) CBS; Blair; 253,061
► WMCT (5) ABC, NBC, DuM; Branham; 253,061

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591

Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,502

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 44,361
► KGNC-TV (4) NBC, DuM; Katz; 44,361
KLYN-TV (7), 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 56,840

Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) 1/6/53-Unknown
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 322,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 38,879
► KTSM-TV (9) NBC; Hollingbery; 34,380

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 303,411

Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 276,000

Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300

Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54 Unknown

Longview†—
► KTVE (32) Forjoe; 16,100

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 42,561
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 42,561
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54

Marshall†—
KMSL (16), 6/25/53-Unknown

Midland—
► KMID-TV (2) NBC; Venard; 26,000

San Angelo†—
► KTXL-TV (8) CBS; Venard; 21,115

San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 181,870
► WOAI-TV (4) NBC; Petry; 181,870

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543

Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 65,107

Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232
KGKB-TV (7) 1/27/54-Unknown

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 28,000

Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-3/7/54 *(granted STA Jan. 18)*

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 153,100
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 153,100
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

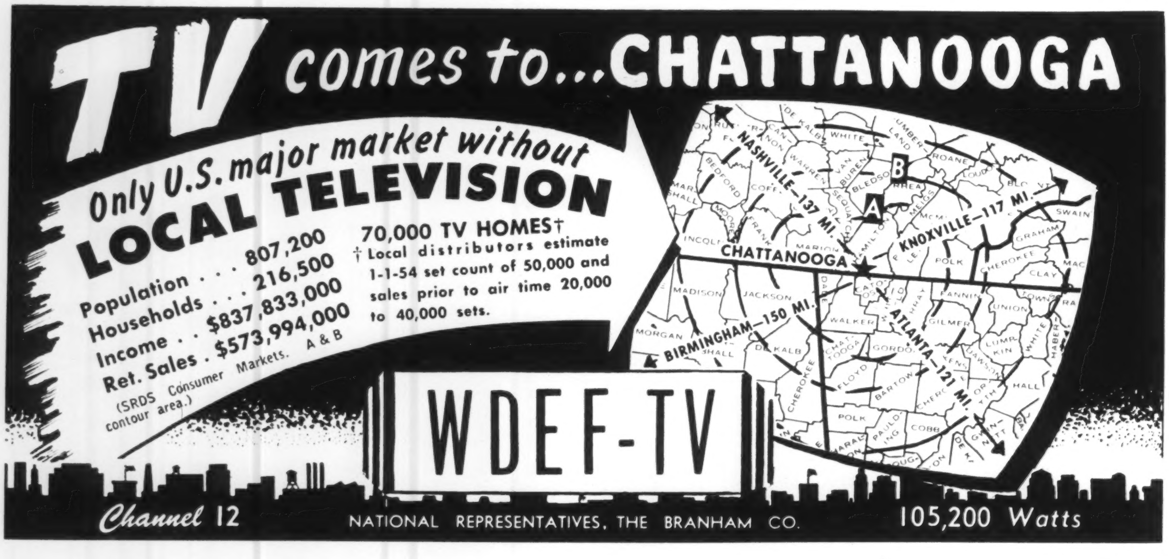
VIRGINIA

Danville†—
► WBTM-TV (24) Hollingbery

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 76,250

Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 68,798

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.


TV comes to...CHATTANOOGA
Only U.S. major market without
LOCAL TELEVISION
Population . . . 807,200
Households . . . 216,500
Income . . $837,833,000
Ret. Sales . $573,994,000
(SRDS Consumer Markets. A & B contour area.)
70,000 TV HOMES†
† Local distributors estimate 1-1-54 set count of 50,000 and sales prior to air time 20,000 to 40,000 sets.
NASHVILLE—137 MI.
KNOXVILLE—117 MI.
CHATTANOOGA
BIRMINGHAM—150 MI.
ATLANTA—121 MI.
A
B
WDEF-TV
Channel 12
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
105,200 Watts

Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery 102,281

Newport News—
► **WACH (33) Avery-Knodel**

Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 209,676
► WTOV-TV (27) ABC, DuM; Forjoe; 86,100
► **WVEC-TV (15) See Hampton**

Richmond—
WOTV (29), 12/2/53-Unknown
► **WTVR (6) ABC, CBS, NBC, DuM; Blair; 430,134**

Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 233,374

WASHINGTON

Bellingham†—
► KVOS-TV (12) Forjoe; 46,097

Seattle—
► KING-TV (5) ABC; Blair; 332,400
► KOMO-TV (4) NBC; Hollingbery; 332,400
KUOW-TV (*9), 12/23/53-September '54

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 52,796
► **KXLY-TV (4) CBS, DuM; Walker; 46,678**

Tacoma—
► KMO-TV (13) Branham; 332,400
► KTNT-TV (11) CBS, DuM; Weed; 332,400

Vancouver†—
KVAN-TV (21) 9/25/53-Unknown

Yakima—
► KIMA-TV (27) CBS; Weed; 16.250

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed 30,000
The Tierney Co. (8) Branham; 2/11/54-May '54

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
WJPB-TV (35) ABC, DuM; Gill-Perna; 7/1/53-3/15/54

Huntington—
► **WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 275,000**

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 20,000

Wheeling—
WLTV (51), 2/11/53-Unknown
► **WTRF-TV (7) NBC; Hollingbery; 451,500**

WISCONSIN

Eau Claire†—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230**

Green Bay—
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253**

La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
La Crosse Tv Corp. (38), 12/16/53-Unknown

Madison—
WHA-TV (*21), 10/7/53-Unknown
► WKOW-TV (27) CBS; Headley-Reed; 38,000
► WMTV (33) ABC, DuM; Meeker; 36,500

Marinette†—
WMGB-TV (11), 11/18/53-Unknown

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 261,250
► WOKY-TV (19) ABC, DuM; H-R; 261,250
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 654,658**

Neenah†—
► **WNAM-TV (42) George Clark**

Oshkosh—
► **WOSH-TV (48) Headley-Reed; 17,668**

Superior†—
WDSM-TV (6) CBS; Free & Peters; 10/14/53-3/1/54 (granted STA Feb. 9)

Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown

Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-3/15/54

ALASKA

Anchorage†—
► **KFIA (2) ABC, CBS; Weed**
► **KTVA (11) NBC, DuM; Feltis**

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► **KGMB-TV (9) ABC, CBS; Free & Peters; 44,944**
► KONA (11) NBC, DuM; NBC Spot Sls.; 44,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/9/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-3/10/54
WKAQ-TV (2) Inter-American; 7/24/52-3/15/54 (granted STA Feb. 12)

CANADA

London†—
► CFPL-TV (10) 35,000

Montreal—
► CBFT (2) 143,005
► CBMT (6) 143,005

Ottawa—
► CBOT (4) 10,100

Sudbury†—
► CKSO-TV (5) 4,938

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200

Tijuana† (San Diego)—
► XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 366; total cities with stations on air: 242. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 28,211,000.

*** Indicates educational stations**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 266,526 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

UPCOMING

MARCH

March 1: Uhf promotion conference for industry-government, sponsored by National Citizens Committee for Educational Tv and Joint Committee on Educational Tv, Statler Hotel, Washington, D. C.

March 2: FCC meets in closed session with Senate Interstate & Foreign Commerce communications subcommittee, U. S. Capitol.

March 4-6: Radio-Tv Conference, U. of Oklahoma, Norman.

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 5-7: High Fidelity Fair, Hotel Harrington, Washington, D. C.

March 5-7: National Federation of Advertising Agencies, Hotel Statler, Los Angeles.

March 15 (week of): International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), general executive board, Roosevelt Hotel, New Orleans.

March 16: Hearing on Johnson bill (S 2926) on license fees, Senate Interstate & Foreign Commerce communication subcommittee, U. S. Capitol, Room G-16, 10 a.m., Open.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and bylaws.

March 19-20: Vitapix Corp., board of directors and executive committee, Washington, D. C.

March 21: Third rally of RETMA firms making military equipment, Roosevelt Hotel, New York.

March 22: Tennessee Assn. of Broadcasters, Nashville.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

SPECIAL LISTING

BMI Program Clinics

March 8: Albuquerque, N. M.; Austin, Tex.
March 9: Phoenix, Ariz.
March 10: Los Angeles; New Orleans
March 12: San Francisco; Jackson, Miss.
March 15: Vancouver, B. C.; Columbia, S. C.
March 17: Seattle; Winston-Salem, N. C.
March 19: Portland, Ore.; Richmond, Va.
March 22: Birmingham, Ala.; Nashville, Tenn.

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television
families

. . . in the primary market area is just part of the reason WTRF-TV makes a top media buy—these families in the rich upper Ohio Valley and Northern West Virginia area surrounding Wheeling have a big, stable buying income—and for their television entertainment, they look to WTRF-TV—strategically located in the center of this important, growing market.

NBC and ABC
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it's

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TV
channel
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ROBERT W. FERGUSON, VP & GM
Radio Affiliate
WTRF and WTRF-FM

editorials

Jimmy Petrillo: *Pianissimo*

PEACE between the radio and tv networks and the American Federation of Musicians is assured for another five years.

James Caesar Petrillo, the truculent warrior of other years who would strike at the drop of a baton, has presided over an amicable settlement with the network broadcasters for the first time. There hasn't been a single page-one story or cartoon showing Jimmy blasting a sour note on his trumpet in all the months of negotiations.

The new contracts seem to satisfy both sides. They constitute a compromise between the AFM demands that the networks increase the number of staff musicians, and the insistence of network negotiators that realism requires a reduction in the number.

The 10% wage increase retroactive to Feb. 1 (the old contracts expired Jan. 31) might well be construed a "cost of living" increase. The additional 10% starting Feb. 1, 1957, seems a rather startling long-range commitment in these times, but it is a reassuring note on the part of the networks on the future of both radio and tv three years hence. The union, it seems, can't lose, by making a profit.

All in all, the deal appears to be one which gives neither side the victory it would relish nor the defeat it could not tolerate.

Skilled network management has reduced greatly the threat which was so imminent a few short years back. Jimmy knows they had prepared so that the lack of live musicians in the broadcasting studios would scarcely be noticed by viewers and listeners at home.

Perhaps the mantle of peacemaker should fall first on their shoulders. They spoke softly, but carried that big stick.

Jordan's Tv Expedition

THE penetrating studies which Jerry N. Jordan has conducted into effects of television on sports and other entertainment have provided sensible research in a field which is unfortunately cluttered with addled surveys and emotional assumptions. Mr. Jordan's fifth study, as reported in this issue, is up to the quality of his earlier work, as might be expected of a project conceived in the environment of N. W. Ayer.

Television has been around long enough for reliable conclusions. Significantly the document opens with this statement: "In our expanding economy there is room for all to grow."

It's the radio story all over again. The fears and grumblings of newspaper, magazine, phonograph record, theatre and sports operators when aural broadcasts came on the air three decades ago were never justified. The same panicky fears greeted television's arrival.

Mr. Jordan has answered the question, "Television's novelty is over, what can you expect now?"

His answer is summed up in the last paragraph of the study, "Our standard of living will rise still higher—and we will all benefit from our increased time for a fuller life. Radio, television, newspapers, magazines, books, music, shows, sports and advertising will all grow bigger, too."

Television has found its place in American life. Many of its hours of viewing have come from new leisure created by time-saving appliances. Still more leisure will come in the future.

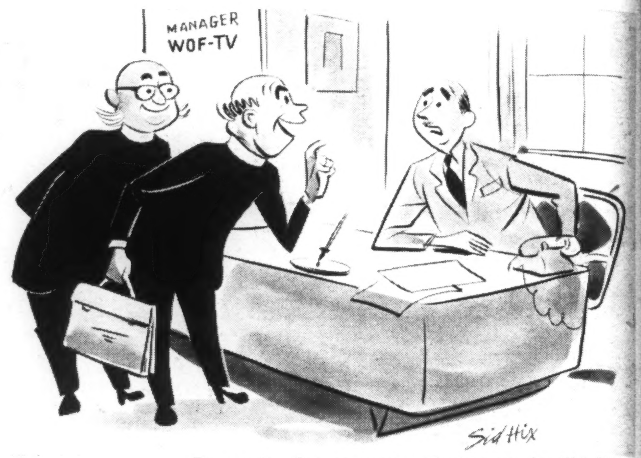
Mousetrap in Montana

WE HAD thought that the mischievous FCC Blue Book and its unpardonable implications of government control over programming had passed into the disuse it so richly deserved. An outline of an introductory course given to radio students at the U. of Montana proves otherwise.

The textbook in use in the course is *Radio, Television and Society*, the work of Charles A. Siepmann whose objectivity concerning radio may best be described by saying that he was one of the principal contributors to the Blue Book.

Mr. Siepmann's book is the only text required in the "Introduction to Radio" course at Montana, and such collateral reading as is suggested comes from the appendix in his own volume.

As part of the class reading, presented as one view—and an extreme one—of radio in the U. S., Mr. Siepmann's work probably deserves a place in the curriculum. But to present it by itself as an objective text on U. S. radio discredits the Montana faculty and cannot help but give students a distorted conception of radio at the very outset of their pursuit of knowledge in the field.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"We've got a novel idea for a new Sunday tv show . . . it's called 'Parson to Parson'!"

Ike's Second Look at the FCC

PRESIDENT Eisenhower soon will take a second look at the FCC. The term of John C. Doerfer expires next June and he's up for a new seven-year appointment. And the chairmanship tenure of Rosel H. Hyde is up for extension by April 18—the first anniversary of the shift to Republican command of the FCC.

Mr. Doerfer came to the FCC from the chairmanship of the Wisconsin Public Service Commission on April 15—a few days before Mr. Hyde was named chairman for what can only be construed as a probationary one-year term. They have worked well together. All things considered, there has been smoother sailing at the FCC, with more accomplished, than at any other equivalent period within recollection.

In his new environment, Mr. Doerfer has done well. He has learned rapidly. He is vigorous in manner and he says what he thinks. He has the gift of brushing aside detail and of getting to what lawyers call the gravamen of a situation.

Lately, there's been talk about shifting Mr. Doerfer to another Federal agency in the common carrier field he knows so well. We hope he is kept on at the FCC, where the task is important and challenging, and where the opportunity exists for public service of the highest order.

Mr. Hyde, whose rise from docket clerk to chairman is legend, hasn't lifted a finger in his own behalf for reappointment as chairman, probably because he's preoccupied with the affairs of the FCC. But his record is one of the most amazing in federal administration. The television processing lines were cleared a month ago, and now formally have been closed down. This was accomplished without dipping into funds specially appropriated by Congress for the purpose. What first was seen as a four or five-year job was telescoped into less than a year.

While Mr. Hyde hasn't moved in his own behalf, others have. Out of the blue, the Montana State Association of Broadcasters a few days ago petitioned President Eisenhower to reappoint Mr. Hyde for a full term. The FCC's newest member, Robert E. Lee, has told those who have proposed his own elevation that he is solidly behind Mr. Hyde. The Radio-Electronics-Television Mfrs. Assn. has commended the FCC for its accomplishments during the past year—under Mr. Hyde's chairmanship. And Comr. George E. Sterling, who emerged through the FRC-FCC ranks with Mr. Hyde, is solidly behind him for reappointment.

If a campaign were launched to rally support for Mr. Hyde's reappointment, it would inundate the White House and the Republican National Committee, as well as the state delegations in Congress. We have no doubt that every state association, in fact virtually every station owner, would fire away.

The President, under the law, can name a new chairman at any time from among the FCC membership. We trust this time he will not make the appointment for a one-year term, but without tenure. This would give the chairman the stability he needs to perform his task without being subjected to the pot-shotting of the politicians.

KOTV Channel 6

KANSAS
MO.
ARK.
OKLAHOMA

OFFERS [illegible] READY-MADE TV AUDIENCE IN BIG-BUYING SOUTHWESTERN AREA!

KOTV... Tulsa's first television station, has been on the air since November, 1949.

KOTV... with strong VHF signal, puts your sales message into homes in four states.

KOTV... reaches a buying income of more than $[illegible],000,000,000. (Based on Sales Management: "Survey of Buying Income.")

KOTV... carries your advertising to 215,000 TV families already sold on—and by—KOTV.

KOTV... [illegible] one of the Southwest's richest oil, agricultural, industrial and mining areas.

KOTV... Affiliated with CBS and ABC networks.

KOTV WILL SELL FOR YOU

morning, afternoon or evening — to an ever-increasing audience to whom TV means KOTV, their dependable, long established source of network and local entertainment, sports, news, weather, farm, home-making and shopping tips.

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Tulsa, Oklahoma

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